

**Ixxéo Healthcare Launches New Web Site to Reflect Unique
Approach to Pharmaceutical Naming**

Site Design Reveals Company's Innovative Crossover Approach

GENEVA, SWITZERLAND – Thursday October 29, 2009 –

Ixxéo Healthcare, a pioneering pharmaceutical brand development consultancy, today announced the launch of its new web site as the next phase of its evolution in the global pharmaceutical naming industry. The site establishes the company's originality—both in the uniqueness of its corporate beginnings and its name engineering approach—and clearly differentiates ixxéo from most branding companies in the healthcare universe.

"Original pharmaceutical names are evolved along Darwinian concepts, in much the same way as the earth's species evolve," said Denis Ezingard, founder of ixxéo healthcare. "Our approach crosses over from evolutionary principles to naming, with semantic exploration, root blending and the tuning of visual and phonetic hooks to form the branding genes. We instill these genes into names and thoroughly validate the engineered candidates for their ability to meet legal and regulatory requirements and to attract customers in the marketplace."

ixxéo was conceived from an intuition in 2001 and was further inspired during an exploration of the Galapagos Islands. It has grown to a full-fledged pharmaceutical branding agency with clients located around the world. Ezingard's passions for aboriginal art, birds, world music, and ancestral preserves flavor the company's spirit and work. Its worldwide team of creative and research experts equips clients to launch new products with brands that have superior potential for global market success.

The new site was designed by Michael Patrick Partners, Inc. of Palo Alto, California (www.mppinc.com).

About ixxéo healthcare

Headquartered in Geneva, ixxéo is a specialized pharmaceutical naming consultancy that provides a comprehensive array of naming, branding and consulting services to the life science sector. Founded by Denis Ezingard, ixxéo is known for their unique approach to name creation, Name Engineering.

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