

## Pressrelease 2022-02-01

# Mecovers is now available in the Middle east



*From left: Karin Vangstad MeCovers AB,  
Pd. D Bassel Alrayes och Mohamed Elali, Salesdirector  
OneMed Healthcare.*

MeCovers AB and Onemed Healthcare FZ LLC have in January 2022 signed an agreement to sell MeCovers in MENA region – United Arab Emirates, Saudi Arabia, Iraq, Kurdistan, Tunisia, Algeria, Morocco, Bahrain, Kuwait, Qatar, Oman, Egypt, Turkey and Libya.

"We believe a lot in the product in this part of the world," says Mohamed Elali, Sales Director at Onemed Healthcare. It is a new product that is more than a product, it brings with it a message and a mission of a more equal healthcare. Onemed Healthcare will work hard to get the product into our area starting now.

The agreement was signed during the international fair Arab Health 2022 by Mohamed Elali, Onemed Healthcare FZ LLC and Karin Vangstad, MeCovers AB where MeCovers was also present in the agent's booth.

"It feels great " says Karin Vangstad, one of the founders of MeCovers AB. "It has been tough to come out with a product like this during a burning pandemic where everything related to it has of course had to be prioritized.

During the very well-attended fair, the companies had initial discussions with distributors from several of the countries in the area.

"During the days at the fair, it has felt clear that there is a bubble in the healthcare world and that people still want to meet at the fair. We visited Medica in Germany in November and the difference in the number of visitors on site in Dubai is large. It seems that life as we felt it before is starting to return," says Helena Levin, also co-founder of MeCovers who was on site at Arab Health.

MeCovers AB was founded in 2019 by Gisele Essé Olsson, Helena Levin and Karin Vangstad with the mission to give all women in the world the opportunity to attend important and regular gynecological examinations while maintaining integrity and dignity. The company's product MeCovers is designed primarily to fit in the case of revealing and revealing examinations but also works in other contexts.

The company has conducted surveys showing that more than 60% of all women feel left out and uncomfortable during gynecological examinations.

The product is currently available in Scandinavia, Eastern Europe, Germany, Benelux, Italy, Australia and as of January 2022 also in the Middle East through healthcare retailers and distributors. Work is ongoing to find more retailers and distributors in more countries.

Read more [www.mecovers.com](http://www.mecovers.com)

Link for pictures: <https://we.tl/t-qSC9Sjg2Uu>

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