

# Fine Solutions' health and hygiene programs reach enrollment of nearly 500 healthcare institutions



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**Fine Solutions**, the away-from-home division of Fine Hygienic Holding – the world's leading wellness group and the region's largest paper tissue manufacturer, announced the enrollment of nearly 500 healthcare institutions across the UAE, KSA, Jordan and Egypt in its Medical Wellness Aspire Program and Hygiene Affiliate Programs since 2019.

The programs are designed to recognize and showcase medical institutions in the region – specifically hospitals and medical clinics – that adhere to the highest level of hygiene standards. Once enrolled, medical facilities undergo a thorough evaluation conducted by Fine Hygiene Experts who then recommend and install world class Fine hygiene solutions and sterilized products, such as sterilized facial tissues and hand towels.

After meeting all requirements and hygiene standards, healthcare institutions receive official accreditation and approval from the Medical Wellness Association (MWA), a globally recognized collection of the finest doctors and wellness professionals with the express purpose to promote proven global hygiene practices.

FHH's CEO, James Michael Lafferty said, "As a Wellness company, Fine is dedicated to the overall elevation and protection of public health and safety across all our communities. We are both proud and honored to serve as the preferred Wellness brand trusted by hundreds of medical institutions to provide them with the essential products and services needed to ensure operation at the highest level of hygienic standards."

Lafferty went on to say that the benefits of the healthcare programs are threefold: first, helping institutions focus on the fine details to better protect their patients and improve infection prevention controls. Secondly, the programs clearly differentiate outstanding healthcare entities through prestigious accreditation given by the MWA. Finally, through the recognition of the programs, patients are able to easily identify facilities going the extra mile in terms of hygiene and protection, giving them the assurance and peace of mind.

Leading medical institutions such as Zulekha Hospital, Dr Sulaiman Al Habib Hospital, Dubai London Clinic and Speciality Hospital have taken part in the programs to build a positive public perception as well as increase overall awareness and exposure. Enrolled

healthcare institutions receive either official door stickers or accreditation certificates. Additionally, and bolstered by the use of Fine sterilized tissues and paper towels, the programs help to resolve the growing fear of antibiotic-resistant bacteria, promoting a cleaner and more controlled environment.

Dr. Christopher Breuleux, MWA President stated, "At the MWA, we aim to partner and collaborate with quality providers and organizations to provide expertise services in professional leadership and education for medical and wellness industries. We are extremely proud to collaborate with Fine Solutions on these unprecedented programs, which are not only raising the standards on health and hygiene practices in medical facilities, but also spreading the key knowledge and awareness consumers need to make sound, informed choices in regard to medical care."

### **About Fine Hygienic Holding:**

Fine Hygienic Holding (FHH), the world's leading wellness group and MENA's leading manufacturer of hygienic products, serves consumers in more than 80 countries around the world. With its commitment to becoming "the shining star of the Arab FMCG business world," FHH focuses on wellness, sustainability, state-of-the-art production processes, pioneering CSR programs, and award-winning products. The company offers a diverse array of products including facial tissues, napkins, kitchen towels, toilet paper, baby diapers, adult briefs, jumbo rolls, as well as away-from-home products to accommodate all types of private and public institutions, in addition to personal protective equipment (PPE).

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