

## Henry Schein Announces Expanded and Updated Criterion Brand

June 19, 2023

### **CRITERION® Brand Now Offers a Comprehensive Line of Personal Protective Equipment (PPE) for Health Care Professionals in Stylish New Packaging**

**MELVILLE, N.Y., June 19, 2023** – Henry Schein, Inc. (Nasdaq: HSIC) announced today the expansion of the Company's **CRITERION®** brand, which will now include a head-to-toe line of personal protective equipment (PPE), including protective eyewear, face masks, and other accessories.

Since the brand was established in 2003, CRITERION has continued to grow, providing health care professionals around the world with a high-quality, cost-effective line of gloves. To simplify PPE purchasing for dental and medical practices, CRITERION will become the brand for all other Henry Schein PPE products, including Maxima™ Masks and Maxi-Gard™ Masks, Jackets, Lab Coats, and Protective Eyewear. In addition, the updated CRITERION brand will feature new packaging, with essential information such as the product color and size listed prominently on the box. While the name and packaging will look different, the quality product inside the box will remain the same.

"We at Henry Schein are continuously working to improve the customer experience, which is why we updated the CRITERION brand to help simplify the PPE purchasing process while maintaining the quality of our products that health care professionals have come to rely on," said Mike Nelson, Vice President, Global Own Brand Strategy and Management. "With our top-selling gloves as the foundation of the brand, we are excited to offer head-to-toe PPE products to our customers under the CRITERION name."

CRITERION is part of the global Henry Schein Brand portfolio of products. Delivering reliable quality and smart savings for health care professionals, the Henry Schein Brand portfolio includes a selection of brands and products available exclusively from Henry Schein, including **ACCLEAN®** and CRITERION.

For more information about the new CRITERION brand, please visit [henryscheindental.com/criterion](https://henryscheindental.com/criterion) or [www.henryschein.com/criterion](https://www.henryschein.com/criterion).

### **About Henry Schein, Inc.**

Henry Schein, Inc. (Nasdaq: HSIC) is a solutions company for health care professionals powered by a network of people and technology. With more than 22,000 [Team Schein Members](#) worldwide, the Company's network of trusted advisors provides more than 1 million customers globally with more than 300 valued solutions that help improve operational success and clinical outcomes. Our Business, Clinical, Technology, and Supply Chain solutions help office-based [dental](#) and [medical](#) practitioners work more efficiently so they can provide quality care more effectively. These solutions also support [dental laboratories](#), [government and institutional health care clinics](#), as well as other alternate care sites.

Henry Schein operates through a centralized and automated distribution network, with a selection of more than 300,000 branded products and Henry Schein private-brand products in stock.

A FORTUNE 500 Company and a member of the S&P 500® index, Henry Schein is headquartered in Melville, N.Y., and has operations or affiliates in 32 countries and territories. The Company's sales reached \$12.6 billion in 2022, and have grown at a compound annual rate of approximately 12.1 percent since Henry Schein became a public company in 1995.

For more information, visit Henry Schein at [www.henryschein.com](https://www.henryschein.com), [Facebook.com/HenrySchein](https://Facebook.com/HenrySchein), [Instagram.com/HenrySchein](https://Instagram.com/HenrySchein), and [Twitter.com/HenrySchein](https://Twitter.com/HenrySchein).

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