



**Dr. Susanne Cohen, CEO
Triumph Pharmaceuticals**

St. Louis, Missouri
www.smartmouth.com

In the highly competitive world of consumer marketing, Triumph Pharmaceuticals Inc. of St. Louis is taking on industry giants and scoring retail victories with its breakthrough product SmartMouth Mouthwash. The company has already placed the patented SmartMouth line on the shelves of 35,000 U.S. retail outlets, and it is working aggressively to build brand recognition through advertising and TV appearances. CEO Dr. Susanne Cohen, who founded the company in Denver in the late 1990s, returned to her native St. Louis two years ago to build the business. She talks about “setting up shop” in the state of Missouri.

“We happen to be representing a technology that is nothing like anything else in the market by leaps and bounds, and the other companies in the marketplace have responded to that. It’s rare that you have all of the pieces of new technology, product improvement, and smart marketing fall into place at once, especially at a small company.

“But there’s a very substantial talent pool in St. Louis with companies such as Monsanto and Pfizer. We have found marketing, sales, quality assurance and control, finance--really all aspects of high quality operational and corporate personnel. Being centrally located is another terrific advantage of working in Missouri. We have reduced our shipping costs and are able to avoid the weather extremes of the upper Midwest and Eastern Seaboard.”

Dr. Cohen also discussed Missouri’s corporate culture.

“I’ve lived in a lot of places, and there is a difference here in how people conduct themselves. There is a strong work ethic and friendliness that I haven’t found elsewhere. And that gives Triumph the latitude to create our own environment. We are able to surround ourselves with people whom we share common values with.

“I feel confident that we are going to make a huge impact with SmartMouth. When people have access to a product that can build their confidence, it’s a complete game changer.”