

You may have  
known us as...

**Bauer & Black**

**ACE**

*VACUTAINER*

*BECTON  
DICKINSON*

**B·D**

**PlastiPak**

**BBL**

**Bard-Parker**

 **VISITEC**

**Bauer & Black**



**ACE**

**FACS**

**VACUTAINER**

CONCEPTS IN  
HEALTHCARE, INC.

**BECTON  
DICKINSON**

 **FALCON**



*Hypak*

**PlastiPak**

**DIFCO**

**BBL**

***BEAVER***

**Bard-Parker**

Now let us  
re-introduce  
ourselves as...



# Indispensable to human health

Our company has served healthcare workers, researchers, patients, consumers and our business partners around the world for more than a century. During that time, you've known us by many different product and business names. Now, we're taking on a single new look and name.

This global change and the appearance of our new symbol will help our many different customers and business partners recognize BD for the value we bring to the ever-changing advances in medicine and healthcare.

**Our new symbol represents a human figure embracing rays of light. Together with BD it reinforces the strength, energy and leadership of BD in healthcare and medical research. BD—Indispensable to human health.**

You'll soon be seeing changes as we phase-out Becton Dickinson and phase-in BD. "Becton, Dickinson and Company" will only appear in fine print as it remains our legal name. You'll see changes in our literature, nomenclature, website, packaging, signage and most of all our communication to you!

We are excited to build on our 100-year foundation of quality, reliability and commitment to our customers and business partners around the world. We are committed to bringing creative and innovative solutions to meet the demands of the next 100 years. With our new identity we are renewing our promise to simplify how we do business with you while improving the health and well-being of all people.

**For more information on our new corporate identity please visit [www.bd.com](http://www.bd.com).**

Along with our new company name and logo are five new core business names to represent our organization.

**BD Biosciences**  
**BD Healthcare Consulting & Services**  
**BD Consumer Healthcare**  
**BD Medical Systems**  
**BD Preanalytical Solutions**

**For more information on our new corporate identity please visit [www.bd.com](http://www.bd.com).**



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human health**

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