



PRESS RELEASE

SMILE (KIT FOR EARLY DETECTION OF CARIES): AFTER THE RESEARCH AND DEVELOPMENT PHASE, IT MOVES TO PROTOTYPE STAGE

PIERREL AT THE “GREATER NEW YORK DENTAL MEETING” (29 NOVEMBER - 2 DECEMBER 2015)

Capua, 30 November 2015 – Pierrel S.p.A through its direct subsidiary Pierrel Pharma S.r.l. (the “Company”) announces the start of the prototype phase of **SMILE**, the kit with a biomarker based on the detection of protein Cd14, contained in human saliva. In practice, with a simple sample of saliva of the patient, it will be possible to diagnose caries instantly in the dentist's presence. This is a safe non-invasive test, particularly useful for reducing the use of X-rays in order to reduce the patient's exposure (especially for the benefit of children, pregnant women, the elderly and debilitated patients) and also cost, both for professionals (public and private) and patients.

Fabio Velotti, the sole Director of Pierrel Pharma S.r.l. pointed out: *"The SMILE kit has successfully passed the research and development stage and is now ready to become a prototype. Once tested, it will be possible to start the procedure for the registration and the pre-industrialisation activities of this innovative device as soon as 2016, initially in Europe and the US. The latter market is particularly strategic for our company, because the population is numerically significant and because the specialists are at the forefront of the prevention of oral diseases. The old and the new world will be for SMILE the springboard for the launch of the product throughout the world."*

The SMILE project will be also presented to major US Pierrel customers at the **Greater New York Dental Meeting** (the GNYDM, which will be held from 29 November to 2 December 2015), one of the biggest events in the world intended for specialists and operators in the field of dental care.

"This year Pierrel is among the players at GNYDM," stated Fabio Velotti, adding: *"We are in New York to reaffirm the industrial strategy of Pierrel, which aims to transform the dental surgery into a "safety room", that is to say into a location for the overall health of the oral cavity; a place where besides taking care of your teeth, you can pursue three objectives: prevention and cost of oral diseases, from caries to oral cancer; low or non invasive diagnosis for the patient; and total safety for the doctor-patient system thanks to products and instruments that are easy to use, in total safety for the physician and absolutely effective for the patient. **Orabloc®** in its classic vial packaging and, in the near future, innovative packaging in disposable injectors, **Goccles for early screening** of precancerous lesions of the oral cavity, and **Smile** for the early detection of caries are the signature products of this our strategy".*

Pierrel S.p.A. is a global supplier to the pharmaceutical, biopharmaceutical and life science industries, specialising in the discovery of medicinal product candidates and the repositioning of existing drugs for new therapeutic indications and clinical research (TCRDO Division), pharmaceutical production (Contract Manufacturing Division) and the development, registration and licensing of new drugs and medical devices (Pharma Division). Pierrel Group is listed on the MTA exchange which is organised and managed by Borsa Italiana and boasts over 60 years' experience in the pharmaceutical sector, being one of Europe's leading producers of local and dental anaesthetics. The TCRDO Division, working across Europe and the US, is recognised internationally for its research and development into tech based clinical research innovations with its Drug Repositioning and Repurposing System (“DRR2.0”) and Integrated Clinical Development Services (“ICDS”) for the pharmaceutical, biotechnology and biomedical industries. The parent company of the TCRDO Division (**THERAMetrics holding AG**,



listed in the Swiss stock exchange) holds the innovative interactive **DRR2.0** platform, which runs on a database of 24 million scientific publications (being virtually all of those available in the field of biomedical literature), of over 4,900 drugs and of 9,400 illnesses. With this data, never before collected in one place and stored in the cloud, the Search and Match algorithm can show a researcher not only the candidate drug but also a detailed road map with indications of possible second medical uses. The database can be searched by molecule or by illness. Pierrel also has a production unit in Capua, close to Naples, Italy, that has been authorised by the European Medicines Agency (EMA) and the Food and Drug Administration (FDA) for the aseptic production of injectable medicines. The subsidiary Pierrel Pharma S.r.l. has registered and distributes the Orabloc® dental anaesthetic in Canada, US, Russia and Europe. The registered office of Pierrel S.p.A. is in Capua (CE), Italy.

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