



## PRESS RELEASE

### ORABLOC® DISPOSABLE INJECTOR: ON SALE IN MARCH ON THE NATIONAL TERRITORY THANKS TO THE ITALIAN MEDICINES AGENCY AUTHORIZATION

Capua, 27 January 2016 – Another success for Pierrel: **Orabloc® disposable injector** - the first and only totally safe device for the patient and for the dentist, pre-loaded with a vial of **Pierrel** dental anaesthetic – has obtained the marketing authorization in Italy by the **Italian Medicines Agency (AIFA)**. **The authorization was granted for the entire line of Pierrel dental anaesthetics, sold also in a disposable injector format** that will add to the traditional packaging in vials.

**Pierrel Pharma S.r.l.** (the “Company”) - a wholly owned subsidiary of **Pierrel S.p.A.** dedicated to the development, registration and licensing of new drugs and medical devices- it is therefore ready to start the sales campaign in Italy for Pierrel anaesthetics **also in a disposable injector** starting from March, following the launch of the same product in Poland and Germany .

*“The upcoming launch in Italy of the Orabloc® disposable injector, which has already EU registration, is an important stage in the commercial strategy for Articaina by Pierrel on the European market”, says Fabio Velotti, CEO of Pierrel Pharma, who continues: “Pierrel Pharma strongly believes in the “disposable injector” project and therefore wanted to use this format for all its dental anaesthetics. The sale of the new products, which will join the traditional vials, will be managed by Simit Dental, which for nearly a decade has been selling our products with great skills to Italian dentists.”*

**Orabloc® disposable injector** is the first and unique totally safe device. This is a single-use, single-dose injection kit, pre-charged with dental anaesthetics, prepared to minimise the incidence of possible contamination from patient to patient. The device also has a simple mechanism that enables, once the drug has been injected, to handle the needle used in a safe manner, avoiding all contact with possible blood residue with the operator and with the surrounding environment.

It is noted that among the risky procedures that expose the operator to the risk of virus (Hepatitis C, for example) and/or bacterial contamination, there are the needlestick injuries when local anaesthetics are administered and during the recapping of the needle; 94% of health operators employed in dental studies report needlestick injuries (source: Klein study, 1988 in “I quaderni della professione” n°10 - Andi).

\*\*\*

**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.

**For further information:**

**Pierrel S.p.A.**

*Investor Relations*

Raffaele Petrone

E-mail: [investor.relations@pierrelgroup.com](mailto:investor.relations@pierrelgroup.com)

tel. +39 0823 626 111

fax +39 0823 626 228

**Global Consult s.r.l.**

*Media Relations*

Rossana Del Forno

E-mail: [areacomunicazione@globalconsultsrl.com](mailto:areacomunicazione@globalconsultsrl.com)

tel. +39 333 6178665