



PRESS RELEASE

PIERREL AWARDED AT "THE LIFE SCIENCE EXCELLENCE AWARDS" FOR THE GOCCLES® GLASSES

The award, organised by the American magazine Popular Science, is aimed at companies and managers who have contributed to excellence and innovation in the Life Science sector. Over 300 projects and products from 72 Italian companies.

Capua (CE), 24 October 2019 - Yesterday, in Rome, during the awards ceremony organised by Popular Science Italia, Pierrel Pharma, a company of the Pierrel Group (Ticker: PRL), which manages the registration and marketing of the Pierrel dental anesthetics, as well as the clinical and commercial development of innovative medical devices and new drugs for the oral care sector, was chosen among the 5 finalists to receive "The Life Science Excellence Awards" for the patented GOCCLES® glasses in the Best Innovative Device-Technology of the Year category (technologies approved and/or launched in Europe in 2018).

The innovation presented by Pierrel is called GOCCLES® (glasses for oral cancer curing light exposed screening) and it is a device with patented optical filters capable of detecting suspected precancerous and cancerous lesions of the oral cavity, in a way that is both quick (60 seconds) and non-invasive for the patient. This summer the device has already received an award at the Edison Awards, a prize established in 1987 in the USA and aimed at the best innovators and leading innovations coming from all over the world.

The main feature of Goccles®, conceived by the Università Cattolica in Rome, is its use with unsophisticated light sources such as the common light-curing lamps, already present in all dental offices, which make mucosal lesions appear as dark areas on a green background.

Fabio Velotti, sole director of Pierrel Pharma, states: "We are very proud of an all-Italian patent that has already received international recognition for its ability to anticipate the diagnosis, allowing less invasive surgical and therapeutic interventions, to significantly increase the patient's life expectancy and reduce the expenditure for the national health system».

The award, promoted by the American magazine Popular Science and aimed at private companies and Start Up CROs, has arrived in Italy this year and is considered the most authoritative award for excellence projects, innovative products and scientists who have distinguished themselves in the last year in the medical science sector. To choose the winners, the Popular Science Italia team has examined hundreds of applications: from biomedical technologies to hyper-intelligent software, from new therapies to diagnostics and research technologies to excellent medical and scientific projects. The final designation for the "innovation of excellence" award will be done by a panel of institutions and C-Level executives of the Life Science industry.

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Pierrel S.p.A. specialises in the 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. 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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