



## PRESS RELEASE

**ORABLOC® IN NORTH AMERICA ENDS 2016 WITH A 30% Y/Y INCREASE IN SALES**

### **ORABLOC® IN NORTH AMERICA : FIVE YEAR OF CONTINUED GROWTH**

Capua, 30 January 2017 – **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– announces to the market that **Orabloc®** (Articaine for dental use, aseptically produced in the plant in Capua, [CE], Italy) **ended 2016 in North America with a 30% increase in sales (y/y)**

**Orabloc®**, five years after its launch, continues to dominate the North American Articaine market, thanks to the excellence of the production process totally made in Italy, efficiency of a vast and wide commercial network, counseling and mentoring of North American professionals, known to be at the cutting edge.

Pierrel drug, whose success in North America has been increasing since its launch five years ago, is now the second most sold branded dental anaesthetic (both for turnover and for pieces sold) in North America, out of more than 15 brands on the market.

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**Pierrel S.p.A.** is a global supplier to the pharmaceutical industry, specialising 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 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:**

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