



PRESS RELEASE

ORABLOC® IN NORTH AMERICA AMONG THE TEN OF *DENTAL PRODUCT SHOPPER*

Capua, 10 April 2015 – **Orabloc®** voted a five star product. This articaine product by **Pierrel Pharma S.r.l.** – a wholly owned subsidiary of Pierrel S.p.A. dedicated to the development, registration and licensing of new drugs and medical devices –has stayed in the “*top ten*” of the ***Dental Product Shopper***, the independent US magazine dedicated to dental care professionals since the start of 2015.

Dental Product Shopper evaluates and reviews products on the basis of practices in the surgery. The magazine adopts a rigorous approach, sharing feedback from operators in the sector and thorough product evaluations (*Source: Bloomberg*). The list of “Top ten most viewed products” includes, without exception, all the categories of dental products distributed in the US and is prepared on the basis of the number of times the products detailed have been viewed by visitors to the site.

Fabio Velotti, the sole Director of Pierrel Pharma, commented: *“This result confirms the excellent development of the brand in North America, where Orabloc® has gone from hundreds of packs per month in 2011 to tens of thousands of packs per month. The high ranking and position among the Dental Product Shopper “top ten” are linked to the increased interest among North American dentists in our product. They are researching the specific features of Orabloc® on-line, via published reviews by independent dental publications such as Dental Product Shopper and Clinicians Report, before acquiring the product”.*

The concept of Dental Product Shopper is based on feedback directly from oral health professionals. Every product is sent to a panel of reviewers, depending on their area of interest. Professionals use the product in their surgery for at least four weeks, at which point the editorial staff and the editorial advisory board question them, compile a report, and assign a score, which for **Orabloc®** was **4.3**, the maximum.

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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 23 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 use. The database can be accessed 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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