



156-158 Buckingham Palace Road, London, SW1W 9TR  
Tel: +44 (0)20 7259 8482 – Fax: +44 (0)20 7259 8480

**InterPharm Investments Ltd acquires a strategic stake in InterAlia srl**

*6<sup>th</sup> May 2011, London, UK.* InterPharm Investments Ltd, a new, London-based healthcare company, has acquired a strategic stake in InterAlia srl, an Italian pharma company. InterPharm's strategy relies on promotion to specialist physicians and dentists in markets where it is already common practice to recommend non-reimbursed healthcare products to patients. Investment in InterAlia srl is a first step towards this goal.

In January InterAlia launched its first oral care product, Hali-Z<sup>®</sup>, through an alliance with ANDI, Italy's National Dentists Association. Hali-Z is a pleasant tasting, zinc-based dietary supplement to enhance oral hygiene and freshen the breath. The lozenges offer a discreet alternative to using a liquid mouth rinse or spray during the day, and the compact re-sealable pack is suitable to keep in a pocket or handbag. InterAlia promotes the product through Skills srl, a sales team from the Alliance Boots Group, giving over 80% coverage of the Italian pharmacy market.

According to InterAlia's CEO Claudio Antico, "The response from members of the Dentist's Association has been extremely positive, with over 4000 dentists requesting samples of the new product within two weeks of launch."

InterAlia's oral care portfolio is currently based on patented products licensed from third parties, but InterPharm's intention is to use InterAlia as a vehicle to launch products arising from its own development pipeline. InterPharm's focus is on patented products meeting three key criteria: they can be brought to market quickly (e.g. medical foods, dietary supplements, medical devices); they can be promoted for use in a medical condition identified by specialist physicians or dentists; and they can be purchased without a prescription. Through co-financing, InterPharm supports the development of such products in exchange for rights for specified territories.

For further information, contact InterPharm's CEO Elaine Evans at:

[eevans@interpharminvestments.com](mailto:eevans@interpharminvestments.com)

**About InterPharm Investments Ltd [www.interpharminvestments.com](http://www.interpharminvestments.com)**

InterPharm Investments Ltd is a UK company established to develop patent-protected products which can be developed and brought to market as medical foods, dietary supplements or medical devices. InterPharm's product portfolio includes licensed-in products which are sold through its affiliates or subsidiary companies in local markets, starting with InterAlia srl in Italy.

**About InterAlia srl [www.interalia.it](http://www.interalia.it)**

InterAlia srl is an Italian company which is building a portfolio of products in oral healthcare, promoted nationally at pharmacy level and to dentists and hygienists. InterAlia will diversify its therapeutic focus in line with InterPharm's pipeline.