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Remesense: A second product for InterPharm's affiliate, InterAlia srl

10th October 2011. InterPharm Investments Ltd is pleased to announce that its affiliate company in Italy, InterAlia Srl, has launched Remesense, a medical device for use in the management of dental hypersensitivity. A 10-minute treatment using a dental tray containing impregnated foam strips provides relief from the discomfort and pain of sensitive teeth for up to one month. Dipotassium oxalate, the desensitizing ingredient, is present in a high concentration to ensure rapid transfer into the dentin tubules in the teeth. This prevents the stimulation of nerve endings by cold drinks or mechanical procedures carried out by the dentist or hygienist. Dental sensitivity has been reported in 57% of dental patients in general¹, and up to 76% of patients following periodontal surgery².

Hali-Z, a zinc-based dietary supplement to enhance oral hygiene and freshen the breath, was launched earlier this year. InterAlia promotes its products directly to dentists and hygienists in Italy. Skills srl, a sales team from the Alliance Boots Group, promotes Remesense and Hali-Z to pharmacies, giving over 80% coverage of the Italian pharmacy market.

InterAlia provides a first channel to market for new products developed by InterPharm as well as for in-licensed products. InterPharm is building a portfolio of patented medical foods, dietary supplements and medical devices for management of medical conditions identified by specialist physicians or dentists. Through co-financing, InterPharm supports the development of such products in exchange for rights to patents in specified territories.

1. Irwin, CR & McCusker, P. J Ir Dent Assoc 1997; 43(1):7-9
2. Al-Sabbagh et al, Gen. Dent. 2010 Jan-Feb;58(1):e14-9.

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About InterPharm Investments Ltd www.interpharminvestments.com

InterPharm Investments Ltd is a UK-based 'search and development' company building a pipeline of patent-protected products which can be developed and commercialised as medical foods, dietary supplements or medical devices.

About InterAlia srl www.interalia.it

InterAlia srl is based in Padova, Italy. InterAlia is presently building a portfolio of products in oral healthcare, promoted to dentists, hygienists and pharmacies. As an affiliate of InterPharm Investments Ltd, InterAlia will diversify its therapeutic focus in line with InterPharm's pipeline.