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**Clinical study shows MucoAd™ delayed nasal clearance
offering significant benefits to nasal spray users**

Philadelphia, PA - March 20, 2008 MucoAd™, a mucoadhesive pharmaceutical agent, delayed nasal mucociliary clearance in human subjects, a finding which may have desirable outcomes for administering intranasally-applied medications. These results were reported today at the annual meeting of the American Academy of Allergy, Asthma and Immunology (AAAAI) in Philadelphia by researchers at [Strategic BioSciences](#), a specialty pharmaceutical company.

Reduced mucociliary clearance of intranasally-applied drugs is desirable to reduce the naturally-occurring washing out of topically applied medications. MucoAd™ has been previously shown to prolong the effect of the topical decongestant, xylometazoline 0.1%, increasing clinical efficacy as compared to the standard decongestant spray while decreasing rebound swelling and other side effects.

**FOR
IMMEDIATE
RELEASE**

MucoAd™ is a patented non-toxic, non-irritating, liquid polymer mucoadhesive carrier that prolongs the contact time between drug and mucosa, thus increasing bioavailability and efficacy of the delivered drug. It can be “loaded” with nearly any pharmaceutical preparation and delivered a variety of mucosal tissues. The adherence of pharmaceuticals to the mucosa may permit lower doses of the administered drug so that the desired therapeutic effect could be achieved with fewer adverse reactions.

“This study offers indisputable proof that MucoAd™ is a state-of-the-art delivery technology enabling the safe and effective administration of many pharmaceutical and consumer health products. More importantly, MucoAd™ represents an entirely new route of administration for life-saving agents, such as insulin and epinephrine, which presently are available only in injectable form because they are rapidly deactivated in the digestive tract and liver if taken orally” said Dr. Christos Efessiou, the company’s Chief Executive Officer.

Neil White, Director of Fortune Apex Development said “MucoAd™ is a unique, patented technology, which can be used to deliver medications to nasal, ocular, buccal, vaginal and rectal tissues. In addition to clinical advantages, MucoAd™ offers licensees significant new opportunities for patent extensions.”

[Strategic BioSciences](#), a specialty pharmaceutical company, is now developing the methods and technology to assess and adjust the required mucoadhesive properties for several specific medications. MucoAd™ is also being used to develop a stable intranasal solution of the antihistamine loratadine, commonly known as Claritin® or Alavert®, which formerly was practically insoluble. A topical nasal formulation of the anti-emetic agent Reglan® (metoclopramide) plus MucoAd™ has been developed, and clinical trials comparing the bioavailability of the new formulation to the oral and injectable forms of Reglan® are scheduled to begin in the next two weeks.

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Media Release

Strategic Pharmaceuticals Company, doing business as Strategic BioSciences, is a District of Columbia based pharmaceutical company. It is the joint venture of SRxA Holdings Inc, an affiliate of [Strategic Pharmaceutical Advisors](#) of Washington, DC and [Fortune Apex Development](#) of Hong Kong. Strategic BioSciences holds the exclusive global rights to MucoAd™.