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## **New Drug-free treatments for Rosacea and Psoriasis: Hope for hundreds of thousands of Irish with skin conditions**

Pro Bono Bio<sup>®</sup>, the global leader in nano-physical healthcare products, announces the global launch of ROSSOSEQ<sup>®</sup> and EXOSEQ<sup>®</sup> in Dublin today.

The launch offers hope to millions of sufferers of conditions such as rosacea, psoriasis, eczema, acne and seborrhoeic dermatitis worldwide.

### **Global Launch in Dublin**

TWO PIONEERING drug-free treatments to tackle five types of common skin conditions are set to bring relief to hundreds of thousands of Irish sufferers, and tens of millions globally, new research has found.

Rossoseq and Exoseq are the first drug-free products clinically proven to reduce skin redness, a common symptom of various dermatologies, and Ireland is the first country in the world in which they go on sale starting today.

Both were developed using cutting edge science called nano technology and achieved positive results in three medical trials.

Rossoseq, which comes in a spray, can be used for inflammatory conditions including rosacea, psoriasis, eczema and acne.

Exoseq, available in an award winning tube that provides targeted application, is effective on acne, dermatitis, and redness or irritation on the scalp.

Each treatment is simply applied twice daily and left to dry. Because they are drug-free, they are safe to use, having none of the systemic side effects associated with some other medicines.

There is no need for a prescription – both can be bought over the counter in pharmacies.

### **Clinical Evidence**

Recent research, published in April in a leading European dermatology journal, *Journal of the European Academy of Dermatology and Venereology*<sup>i</sup>, found that 50% of rosacea patients trialled with Rossoseq, versus a placebo, showed at least a 33% reduction in flushing after 4 weeks with a statistical significance of  $p < 0.0001$ . 40% showed a similar reduction in redness with a statistical significance of  $p = 0.0037$ .

In a further trial on psoriasis<sup>ii</sup> the majority of patients treated with Rossoseq achieved a significant reduction in the symptoms of their psoriasis compared with untreated skin.

In another trial<sup>iii</sup> that included acne patients, more than 80% reported improvements in their symptoms after three weeks using Exoseq.

Doctors reported an even higher improvement, 85%, in patients with dermatitis.

More than six out of ten of all patients with a range of conditions – including acne, eczema, psoriasis, dermatitis – showed improvement with Exoseq.

Unlike cosmetic creams and ointments, Rossoseq and Exoseq treat the symptoms rather than simply mask them.

### **The Patient Need**

Consultant dermatologist Dr Nicholas Craven said: “Many of the treatments currently available for the troublesome symptoms of inflammatory skin conditions are only partially effective and may have unpleasant (and occasionally dangerous) side effects.

“The background redness and flushing of conditions such as rosacea is a particular unmet need as few, if any, of the available topical treatments really address this problem.

“I look forward with interest to hearing about patients’ experience with this new range of drug-free products.”

Rosacea is sometimes described as the Curse of the Celts, affecting one in every ten fair-skinned Irish people.

It affects twice as many women as men, but it is usually more severe in males.

Symptoms usually begin between the ages of 30 and 50, and can be triggered by sunlight, stress, cold weather, alcohol and certain spicy foods.

Pharmacist Paul O’Hea of Inish Pharmacy, Co Donegal, said: “We welcome the launch of Exoseq and Rossoseq. These are two exciting products which will be a huge benefit to the thousands of people suffering from rosacea, psoriasis, eczema, acne and other inflammatory skin conditions. Rossoseq and Exoseq bring the opportunity for a safe, effective drug free treatment for these chronic conditions, which in many cases can have a significant effect on quality of life for patients.

“Having witnessed the excellent results patients have had when trialling Rossoseq and Exoseq, I am convinced that these new products will alter the lives of patients suffering from inflammatory skin conditions.”

On July 5th Rossoseq and Exoseq will be displaying at the Irish Skin Foundation’s Galway Skin Awareness Event at the Galway Bay Hotel in Galway.

**-ENDS-**

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**Background on the Products**

Both products were developed in Germany by Pro Bono Bio, the company behind the successful joint lubrication and pain relief gel FLEXISEQ™.

The same Sequessome Technology® behind Flexiseq is used in the manufacture of Rossoseq and Exoseq. Flexiseq’s pioneering science was awarded Innovation of the year 2013 by the Federal Association of German Pharmacists.

Dr Sam Yurdakul of Pro Bono Bio said : “We are delighted to launch Rossoseq and Exoseq in Ireland first. The clinically proven results and the absence of drugs give them the best of both worlds: they work and they are safe.”

Rossoseq spray (RRP E24.59) and the Exoseq dropper (RRP E18.44) are available in all good pharmacies nationwide from today 9th of June 2014.

i Luger T et al. J eur Acad Dermatol Venereal 2014 Apr 22.doi:10.1111/jdv.12520

ii Rother M. J Invest Dermatol 2013;133:S159-90 . Abstract 956

iii Luger T, Rother M. J Invest Dermatol 2013;133:S159-90. Abstract 955