

GENERAL ANNOUNCEMENT::HYPHENS PHARMA LAUNCHES NEW CERADAN ADVANCED

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Hyphens Pharma launches New Ceradan Advanced

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Submitted By (Co./ Ind. Name)

Lim See Wah

Designation

Executive Chairman and CEO

Description (Please provide a detailed description of the event in the box below)

Please refer to the announcement.

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The contact persons for the Sponsor are Ms Heng Mui Mui, Managing Director, and Mr Kelvin Wong,

Vice President, who can be contacted at 12 Marina Boulevard, Level 46, Marina Bay Financial Centre Tower 3, Singapore 018982, Telephone: +65 6878 8888.

Attachments

[HPIL Annt Ceradan-Advanced-OTC.pdf](#)

Total size =202K MB

Media Release

Hyphens Pharma launches New Ceradan® Advanced and expands access of existing Ceradan® range to retail channels

Highlights:

- **Ceradan® Advanced is a patent-pending emollient with a skin pH buffering system built-in to maintain the skin barrier integrity for longer periods of time**
- **Formula has the ability to rebuild the skin barrier and at the same time sustainably lower the skin pH for up to 12 hours**
- **Existing Ceradan® product range will be made available at retail pharmacies**

Singapore, 10 July 2019 – Hyphens Pharma International Limited (“凯帆药剂国际有限公司”, “Hyphens Pharma”, or the “Company”, and together with its subsidiaries, the “Group”), Singapore’s leading specialty pharmaceutical and consumer healthcare group, launched its next generation Ceradan® cream which targets the needs of eczema sufferers.

Ceradan® Advanced is the Group’s latest product, which comprises a new formula that is able to maintain a lower skin pH for up to 12 hours. By sustaining a lower skin pH, it essentially allows restoration of the skin barrier against environmental insults.

An acidic pH in the skin is crucial for the skin’s enzymes to produce skin lipids (e.g. ceramides). Ceramides are lipids found in the skin’s uppermost layer and make up over 50% of the skin’s composition. When the skin loses its acidity, the production of ceramides will be reduced. An acidic environment on the skin surface is also essential for the skin’s innate antimicrobial defence, preventing any form of bacterial infection.

Ceradan® Advanced's formula is patent-pending and has the ability to sustainably lower the skin's pH. Ceradan® Advanced will be made available through clinics and retail pharmacies in hospitals.

With the rolling out of Ceradan® Advanced, Hyphens Pharma will be extending its existing Ceradan® emollient to pharmacy chains such as Guardian, Watsons and Unity.

Ceradan® has been presented with many awards and recognition over the years as an extremely effective and clinically proven product. Through a survey conducted by IQVIA, an external independent party, Ceradan® was voted by private dermatologists as the “#1 Top-of-the-mind product”.

Executive Chairman and CEO, Mr Lim See Wah, (“林世华”) commented: “Eczema has a high prevalence that affects a broad swathe of the population, particularly infants and children. We are pleased that our quest for innovation to provide our eczema patients with a better quality of life, has led us to the development of Ceradan® Advanced. We will be working closely with doctors who will appreciate the benefit of this advanced skin buffering system, availing the product to help patients who seek medical attention. We will also now expand the access of our current Ceradan® range through the OTC channels, making Ceradan® readily available to consumers.”

End.

About Ceradan®

Atopic dermatitis (AD) or commonly known as eczema, is a chronic inflammatory skin condition that affects people of all ages. Ceramide is one of the most important lipids forming the skin barrier. Research has demonstrated that ceramide in the skin is reduced by 30-50% in Atopic Dermatitis.

The Ceradan® range of products is scientifically designed with the understanding of the physiology of the skin. Ceradan® Cream is ceramide dominant and thus helps to replenish the lacking ceramide in the skin. Studies have shown that with an optimal physiological lipids ratio

of 3:1:1 (ceramide, cholesterol and free fatty acids respectively), it further reduces water loss and strengthens the skin barrier integrity, resulting in optimal skin barrier repair.

Ceradan® Regimen, which consists of Ceradan® Cream and Ceradan® Wash, is suitable for children as young as newborns. It has been **clinically-tested** on young children. In a study conducted in KK Women's and Children's Hospital and National Skin Center in Singapore, the key benefits discovered are shown below.

- Prevents about **1 in 2** occurrences of dry & irritated skin
- Continuous use improves skin condition
- Nearly **9 in 10** patients or parents would like to continue using the regimen

For more information on Ceradan®, please visit: <http://www.ceradan311.com/>

About Hyphens Pharma International Limited (<https://www.hyphensgroup.com>)

Hyphens Pharma International Limited and its subsidiaries (the "**Group**") is Singapore's leading specialty pharmaceutical and consumer healthcare group leveraging on its diverse footprint in ASEAN countries. The Group has a direct presence in Singapore, Vietnam, Malaysia, Indonesia and the Philippines, and is supplemented by a marketing and distribution network covering six additional jurisdictions, namely, Hong Kong, Myanmar, Brunei, Cambodia, Oman and Bangladesh.

Singapore is the Group's regional headquarters, where its strategic planning, finance, regulatory affairs, research and development, legal, business development and logistics operations are based. The Group's core business comprises the following segments: Specialty Pharma Principals, Proprietary Brands, and Medical Hypermart and Digital. Besides marketing and selling a range of specialty pharmaceutical products in selected ASEAN countries through exclusive distributorship or licensing and supply agreements with brand principals mainly from Europe and the United States, the Group also develops, markets and sells its own proprietary range of dermatological products and health supplement products. In addition, the Group operates a medical hypermart for healthcare professionals, healthcare institutions and retail pharmacies, to supply pharmaceutical products and medical supplies.

Issued on behalf of the Company by Cogent Communications Pte Ltd.
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