

FOR IMMEDIATE RELEASE

PuraCap™ Pharmaceutical Introduces Unique EpiCeram® 225g Airless Pump

EpiCeram® Controlled Release Skin Barrier Emulsion Now Offers Dosing Flexibility with 2 Sizes

South Plainfield, NJ – July 7, 2014 PuraCap™ Pharmaceutical today announced the newest addition to the EpiCeram® product line, the EpiCeram® 225g Airless Pump. The unique airless pump gives patients more EpiCeram® to treat any size area of atopic dermatitis. The special dispensing system allows for more control, delivering EpiCeram® consistently and precisely in a convenient to use, portable, pump action dispenser. The EpiCeram® Airless Pump also offers cost savings with BID dosing and a controlled release formulation that is long lasting.

“Our physicians have been asking for a larger size, so we responded with a uniquely elegant pump dispenser that holds 2 ½ times more EpiCeram® than our 90g tube,” said Elise Klein, VP of Brand Marketing for PuraCap Pharmaceutical. “Offering both 90g and 225g size gives the provider flexibility to prescribe an amount that is right for each patient’s needs.”

EpiCeram® Controlled Release Skin Barrier Emulsion is a prescription product that helps to relieve the burning and itching associated with skin conditions such as atopic dermatitis/eczema. It is the only topical agent formulated with three essential lipids (ceramides, free fatty acids, and cholesterol) in a physiologically balanced ratio, which mimics the lipid concentration found in the skin. In addition, EpiCeram® is designed with a unique, patented, controlled release technology that delivers 24-hour barrier repair benefits with just a twice-daily application. A steroid-free topical formulation, EpiCeram® is FDA-cleared for the treatment of atopic dermatitis. For more information on EpiCeram® visit www.epiceram-us.com.

About PuraCap™ Pharmaceutical LLC

PuraCap™ Pharmaceutical LLC is an emerging, fully integrated pharmaceutical company with expertise in product development, manufacturing and bringing affordable, world-class quality products to their customers. The PuraCap™ corporate structure supports their three-prong approach for global growth with dedicated companies in the areas of prescription brands, PuraCap™ Pharmaceutical LLC; prescription generics, PuraCap™ Laboratories Inc.; and OTC and Private Label products, PuraVation™ Pharmaceuticals Inc. For more information on PuraCap™ Pharmaceutical LLC, visit the company’s website at <http://www.PuraCap.com>.

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