



## **OraVerse® Selected by Dentistry Today Magazine as One of the Top 100 Products of 2009**

**SAN DIEGO, JULY 14, 2009** – Novalar Pharmaceuticals, Inc., a dental specialty pharmaceutical company today announced that OraVerse®, the company's premier dental pharmaceutical product, has been selected by leading dental industry magazine Dentistry Today as one of its Top 100 Products for 2009. The full results of the 23<sup>rd</sup> annual competition were published in the July issue.

OraVerse is the first and only local anesthesia reversal agent that accelerates the return to normal sensation and function for patients who want to avoid the unwanted and unnecessary lingering soft tissue anesthesia following routine dental procedures. The first-in-class product was officially launched earlier this year and is currently available to dentists through Novalar's direct pharmaceutical sales force.

"We have been using OraVerse for several months now and feel it is an excellent service for many of our patients. It fits well with our goal of enhancing the overall patient experience," said leading cosmetic dentist Steven Glassman, DDS of Glassman Dental Care in New York City. "Our patients are very enthusiastic about the results and are excited to get back to work and get on with their day," he added.

Dentistry Today noted that the Top 100 Products are selected on the basis of reader response and represent what's new and innovative in the dental profession. Clinical data for OraVerse has also been published in a number of leading peer reviewed scientific journals including the nation's leading dental publication, the Journal of the American Dental Association.

OraVerse comes in a standard dental cartridge and is easily injected utilizing the same injection site and an identical technique as that used for local anesthetic. It is used in a 1:1 ratio to local anesthetic and has been tested in doses of ½, 1 and 2 cartridges. For more information or to download a copy of the full prescribing information, please visit [www.OraVerse.com](http://www.OraVerse.com).

### **About OraVerse®**

OraVerse (phentolamine mesylate) Injection is the first and only local dental anesthesia reversal agent that accelerates the return to normal sensation and function following restorative and periodontal maintenance procedures. OraVerse is indicated for the reversal of soft tissue anesthesia, i.e., anesthesia of the lip and tongue, and the associated functional deficits resulting from an intraoral submucosal injection of a local anesthetic containing a vasoconstrictor. OraVerse is not recommended for use in children less than six years of age or weighing less than 15 kg (33 lbs).

### **Important Safety Information**

Tachycardia, bradycardia, and cardiac arrhythmias may occur with the use of phentolamine or other alpha-adrenergic blocking agents. Although such effects are uncommon with OraVerse (phentolamine mesylate), clinicians should be alert to the signs and symptoms of these events, particularly in patients with a history of cardiovascular disease. Following parenteral use of phentolamine at doses between 5 to 15 times higher than the recommended dose of OraVerse, myocardial infarction, and cerebrovascular spasm and occlusion have been reported, usually in association with marked hypotensive episodes producing shock-like states. See full prescribing information.

**About Novalar®**

Novalar is a specialty pharmaceutical company that partners directly with dental professionals to enrich the patient experience. The company is uniquely positioned to develop targeted oral pharmaceutical products and translate the full value of these novel solutions to clinical practice. For more information, please visit [www.novalar.com](http://www.novalar.com).

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