



## **Novalar Presents Results of OraVerse® Dental Practice Survey at American Association of Dental Research Meeting**

March 5, 2010 -- Novalar Pharmaceuticals, Inc. announced that results from the first OraVerse dental practice survey will be presented today by Richard Ghalie, M.D., Chief Medical Officer for Novalar at the Annual Meeting of the American Association of Dental Research (AADR) in Washington, D.C. taking place March 3-6, 2010 at the Walter E. Washington Convention Center.

The survey was conducted with 49 dentists and 370 patients. Participating dentists were provided with 10 cartridges of OraVerse and a survey to provide to their patients to record their experience with the product. Of those patients that participated in the survey:

- 86% reported that OraVerse improved their dental experience
- 82% would recommend OraVerse to their friends and family
- 80% would request OraVerse again

Doctors also reported positive results:

- 93% reported that OraVerse addresses an existing need
- 91% reported OraVerse met their expectations

Dr. Ghalie said the experience of patients in the survey were consistent with results from Novalar's published controlled studies. OraVerse injections were well tolerated with an incidence of reactions comparable to that of local anesthetics. In addition, the results show high patient satisfaction with the product, favorable assessment by the dentists and the overall view that OraVerse fills an existing need in dentistry.

"We were very pleased with the results of this survey. This validates what has been known for many years—patients do not like the loss of sensation and function caused by local anesthetics, dental professionals recognize the need for a reversal agent such as OraVerse and both patients and dentists see the value in this solution," stated Donna Janson, President & Chief Executive Officer of Novalar.

The AADR is the American division of the International Association of Dental Research, which is the largest and most prestigious organization for oral, craniofacial and dental research with over 11,000 active individual members worldwide. At the annual meeting, scientists communicate the latest peer reviewed data to facilitate the rapid dissemination and application of dental research findings.

### **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 indicated for use only in adults and children 6 years of age or older and weighing at least 33 lbs. For more information visit [www.oraverse.com](http://www.oraverse.com).

### **Important Safety Information**

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

### **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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