



## **Sinclair Wins 2006 Oral & Dental Care Product of the Year Award**

**Godalming (UK) 16 March 2006:** Frost & Sullivan the international management consultancy, has awarded its prestigious 2006 Oral and Dental Care Product of the Year Award to Sinclair Pharma plc for Decapinol®, Sinclair's innovative and outstanding product for oral plaque reduction and the treatment of gingivitis. Frost and Sullivan analysts believe that Decapinol® Oral Rinse has given a whole new dimension to complete oral hygiene. Decapinol® Rinse is registered both in the US (prescription only) and in the EU where its line extensions Decapinol® Toothpaste and Gel are also licensed and where Rinse has already been launched in Italy and Spain.

The Frost & Sullivan Award for Product of the Year is presented each year to the company that has demonstrated excellence in new products and technologies within their industry. Sinclair Pharma plc has shown outstanding innovation by developing and securing regulatory approval in various therapeutic areas with emerging products and technologies. (See Frost & Sullivan Award Criteria following release).

To choose a recipient of this Award, the Frost & Sullivan analyst team tracks all new product launches, R&D spending, products in development, and new product features and modifications. This is accomplished through interviews with all the market participants and extensive secondary and technology research. All new product launches and new products in development within each company are compared and evaluated based on the degree of innovation and patient benefit.

Frost & Sullivan believe that Decapinol® represents a revolutionary achievement in new dental technology through a combination of its barrier mechanism of action, clinically proven efficacy and the 'first of its kind' regulatory approval from the US FDA.

Frost & Sullivan believe that Sinclair Pharma plc has tremendous potential in the market with this breakthrough innovation, and that it will pave the way for more revolutionary products in the future. For its development and introduction of a novel new treatment to control gingivitis, Sinclair Pharma plc is the deserving recipient of the 2006 Frost & Sullivan Oral & Dental Care Product of the Year Award.

Commenting Dr Michael Flynn, Chief Executive Sinclair Pharma said: "We are naturally delighted to have received this prestigious US award in one of our key focus areas, oral health, especially as this award is from the enormously important US market. The FDA also recently authorized Sinclair to include "Treatment of Plaque" in our US Decapinol® product labeling and given its novel approach to gingivitis, Sinclair believes that Decapinol® has the potential to make a significant impact on the mouthwash and rinse market both in the US and other markets"

Sinclair Pharma plc, based in Godalming in the UK is quoted on the Alternative Investment Market (AIM) on the London Stock Exchange and focuses on the acquisition and development of niche patented pharmaceutical products in the fields of oral health and dermatology, and bringing them rapidly to the international market place.

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## **Notes to Editors**

### **Sinclair Pharma plc:**

Sinclair Pharma plc based in Godalming in the UK, is quoted on the Alternative Investment Market (AIM) on the London Stock Exchange and has focused on the acquisition and development of niche patented pharmaceutical products in the fields of oral health, oncology support and dermatology, and bringing them to the international market place via out-licensing partners.

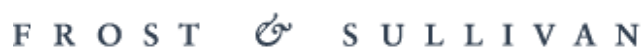
The Company combines product evaluation, product development, regulatory and business development expertise to add value to its acquired and in-house developed products. A key element of the Sinclair business model is to minimise risk and exposure by avoiding involvement in lengthy R&D programmes and rapidly achieving global distribution through a network of marketing partners. The Company has already licensed its products for distribution in over 50 countries around the world.

#### **About Frost & Sullivan:**

*Frost & Sullivan*, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. *Frost & Sullivan* serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit [www.frost.com](http://www.frost.com).

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## FROST & SULLIVAN AWARD STATEMENT



### Award Description

The Frost & Sullivan Award for Product of the Year is presented each year to the company that has demonstrated excellence in new products and technologies within their industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

### Research Methodology

To choose a recipient of this Award, the analyst team tracks all new product launches, R&D spending, products in development, and new product features and modifications. This is accomplished through interviews with all the market participants and extensive secondary and technology research. All new product launches and new products in development in each company are compared and evaluated based on the degree of innovation and customer satisfaction. Companies are then ranked by number of new product launches and new products in development.

### Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Significance of new product(s) in their industry
- Competitive advantage of new product(s) in their industry
- Product innovation in terms of unique or revolutionary technology
- Product acceptance in the marketplace
- New product value-added services provided to customers
- Number of competitors with similar product(s)

## 2006 Oral & Dental Care Product of the Year Award

[Award Recipient: Sinclair Pharma plc](#)

Frost & Sullivan confers the 2006 Oral and Dental Care Product of the Year Award on Sinclair Pharma plc for its innovative and outstanding product for oral plaque reduction and the treatment of gingivitis. The Decapinol® Oral Rinse from Sinclair Pharma plc has given a whole new dimension to complete oral Hygiene.

### Sinclair Pharma plc: The Company

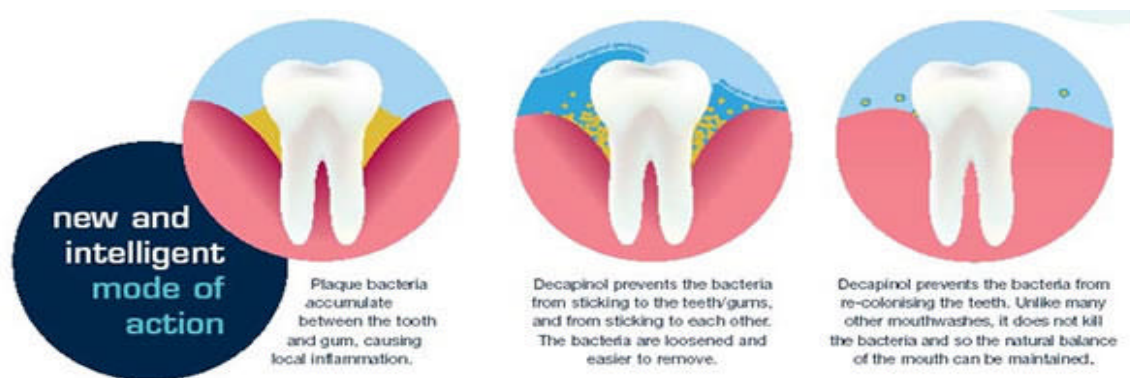
Sinclair Pharma plc is an international pharmaceutical company headquartered in Godalming, Surrey (UK), with a primary focus on Oral health, Oncology support and Dermatology. It was founded in 1971, and through acquisitions, has established a recognized place in the market for gaining US FDA regulatory approval of innovative oral and dental care products in addition to similar regulatory approvals in the field of dermatology. Most notably, its revolutionary oral rinse, Decapinol®, aids in gingivitis control where regular tooth brushing and flossing has not sufficed.

### Decapinol™ Oral Rinse: Addressing a Critical Need for Oral Plaque Reduction and Gingivitis Control

Gingivitis is most often caused by oral plaque, which contains bacteria and their toxins that affect the gingiva. Plaque-associated gingivitis is an inflammation of the gingival, particularly interdentally and around the gingival margins. Studies have shown that the key to preventing and controlling conditions like gingivitis and periodontal disease is having a good oral cleaning regimen that removes plaque that causes the disorder.

Decapinol® is a need based innovation that aims at preventing oral plaque and bacteria from sticking to the tooth/gingival surface and also prevents the adhesion of bacteria to one another by using a revolutionary surfactant technology that acts as a physical barrier for bacterial /plaque adhesion.

Frost & Sullivan is impressed by the unique advantage that Decapinol® Oral Rinse offers in aiding oral plaque reduction and gingivitis control. This new technology could well pave the way for total oral hygiene solutions in the near future.



### Revolutionary Technology: Mechanism of Action

A key surface-acting agent in the product prevents oral bacteria from adhering and colonizing onto tooth surfaces, which in turn inhibits the formation of dental plaque. The novel mechanism of action is an excellent complement for regular tooth brushing and flossing. This reduction in oral plaque curtails the harmful bacterial toxins from attacking the tooth or gingiva. Decapinol® was approved by the FDA in April of 2005 and is registered as a prescription Medical Device in the U.S. and some European countries.

The Decapinol® Oral Rinse is registered as a medical device and not as a drug because of its novel mode of action, which creates a physical, rather than chemical barrier. This also helps in the maintenance of the ecological balance of the oral microbial flora, essential for maintaining healthy teeth and gingiva. The action of Decapinol® is unique from other available therapeutic agents in that the mechanism of action is more of a surface acting nature rather than the broad spectrum antibacterial action of traditional rinses.

The interference with the bioadherent properties of oral plaque/bacteria makes the mechanical debridement of plaque an easy job with conventional tooth brushing and flossing. In addition to helping break up existing plaque, Decapinol also helps to prevent the formation of new plaque. This product is of vital importance to the patient population who need an efficient oral hygiene regime to prevent the progression of gingivitis to periodontitis.

## **Benefits of Decapinol® Offer Clear Advantages over Alternatives**

Clinical studies have reported that Decapinol™ decreases gingivitis up to 57% when used as instructed with recommended brushing and flossing, demonstrating the efficacy of this revolutionary new product. Additionally, it is convenient and easy to use at home, it can be incorporated into a patient's normal oral hygiene routine and does not promote the staining or the coloring of the tooth surface, as may occur with other antibacterial mouth rinses. Lastly, as Decapinol® is not based on an antibacterial agent, it does not adversely affect the ecological balance of oral flora in the oral cavity.

These benefits are highly significant in the control of gingivitis and periodontitis progression, a disease condition which affects the periodontal ligament and alveolar sockets.

This latest technology breakthrough significantly increases the ability of clinicians to intelligently control gingivitis progression and removes a significant stumbling block in patient compliance with an effective oral hygiene routine.

Frost & Sullivan believes that Sinclair Pharma plc has tremendous potential in the market with this breakthrough innovation, and that it will pave the way for more revolutionary products in the future. For its development and introduction of a novel new treatment to control gingivitis, Sinclair Pharma plc is the deserving recipient of the 2006 Frost & Sullivan Oral & Dental Care Product of the Year Award.