



## **SINCLAIR PHARMA'S ALOCLAIR® RECEIVES UK DENTAL HEALTH FOUNDATION APPROVAL**

FIRST ORAL ULCER PRODUCT TO GAIN DHF ACCREDITATION

**Godalming UK, 8<sup>th</sup> February 2005:** Sinclair Pharma plc ("Sinclair" or the "Company") (SPH.L), the specialty pharmaceutical company, announces today that Aloclair® Rinse has become the first and only product to receive accreditation from the UK Dental Health Foundation ("DHF") for the pain relief of mouth ulcers.

Aloclair® Rinse is being marketed by its UK and Eire licensee, Forest Laboratories UK Ltd ("FL") and is available without prescription from pharmacies, including Boots and Superdrug.

The Dental Health Foundation's independent panel of international experts has concluded that Aloclair® Rinse fully meets its claims of being soothing, pain relieving, hygienic and easy to use, and that it has a safe and clinically proven formula. The DHF concluded that Aloclair®'s barrier forming agent, PVP, is designed to form a protective coating over the ulcer. This results in fast pain relief without stinging and also provides protection against the irritation of food and drink.

A 2001 study by Taylor Nelson Sofres estimated that one in five people in the UK suffer from painful mouth ulcers and the probability is slightly higher if you are a woman.

Sinclair has three Aloclair® delivery systems – an oral rinse solution, an oral gel which is more suitable for children) and an oral spray. In the previous financial year ended 30 June 2004, Aloclair® Rinse and gel increased revenues to Sinclair by 150% to £1.8 million representing a retail brand with sales of about £11.5 million per annum in that year.

The Aloclair® Rinse is approved in the US and Europe and is currently being marketed OTC by Sunstar Butler in the US and some major EU countries. In the UK and Eire it is marketed by Forest Laboratories UK Ltd. Aloclair® Gel also has EU and US regulatory approval and is being marketed by Sunstar Butler in various countries and by Recordati (Srl) in Italy.

Aloclair® Spray was registered in 2004 in the EU and last month in the US and will be launched in this financial year in the first EU markets. Aloclair® Spray provides a controlled application of the soothing formulation in a mobile, easy to use package designed for moments when rinsing with the Aloclair® Rinse is not an option and will be marketed in Italy under the trade name Alovex™ Spray.

Dr. Michael Flynn, Chief Executive of Sinclair, commented: "We are very pleased that our UK licensing partner Forest Laboratories has obtained accreditation for Aloclair® Rinse. The DHF's independent assessment and endorsement of Aloclair®'s efficacy is very welcome and we hope will help drive further improvements in Aloclair®'s already increasing UK sales. Aloclair® is presently Sinclair's biggest product and we are hopeful that its clear advantages and high calibre licensing partners will result in the establishment of a successful global brand."

### **For further enquiries:**

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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 40 countries around the world.

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