



Patients' & Consumers' Pharma, Inc
Personalizing Medicines via Innovation™

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Joe D'Silva
Patients' & Consumers' Pharma, Inc.
joe.dsilva@pandcpharma.com
267-664-4965

Patients' & Consumers' Pharma Receives Early Funding to Develop First Invention

Proprietary platform technologies provide personalized medication products for human and veterinary markets.

(Columbus, OH – September 4, 2012) - Patients' & Consumers' Pharma, Inc. (www.pandcpharma.com) today announced an award of early funding from the Ohio Third Frontier in the form of a TechColumbus TechGenesis grant for the development of its first invention – INSTA Compounding System™.

INSTA™ is the first automated device that can fully compound commercial tablets and capsules into pharmacopeial-quality, personalized, liquid formulas in an enclosed system at the point-of-need.

INSTA™ is designed to allow pharmacists and other healthcare workers to compound both single and multi-dose formulas – on demand – for patients with difficulty swallowing pills. This patient population includes, among others, elderly persons with swallowing disorders, especially those afflicted with Parkinson's, Alzheimer's and dementia disorders. The solution is also suitable for pediatric, trauma and surgery patients, those being dosed via naso-gastric tubes, those suffering from dysphagia and those in hospice and end-of-life programs.

The company will initially target a variety of global pharmacy settings including hospitals, community and military medical facilities. INSTA™ also serves a second large global application in the companion animal veterinary sector, particularly for feline, small canine and equine therapy.

INSTA™ is designed to provide easy flexibility in drug concentration, flavor and texture. The device can prepare a pudding-viscosity, graham-vanilla flavored formula for a Parkinson's patient, a cherry flavored liquid for a child, or a salmon flavored product for a finicky feline!

INSTA™ will allow healthcare professionals to compound high-quality liquid formulations on demand and in a reproducible, efficient and safe manner. INSTA™ represents a major technological improvement over the present manual compounding processes, and is patented in the United States, Canada and the European Union; a patent application is under review in Japan.

About Patients' & Consumers' Pharma: P&C Pharma was founded to develop proprietary technologies to specifically address the need for personalized medication products for human and veterinary markets. P&C Pharma was founded in Pennsylvania. It is now relocating the majority of its operations to Columbus, OH, where the company plans to conduct the development of INSTA™. The company has essentially been self-funded to date and plans to raise its first round of investments before the end of 2012.