

## **Aptar Pharma launches PureHale, a new portable and ready-to-use upper respiratory drug delivery solution**

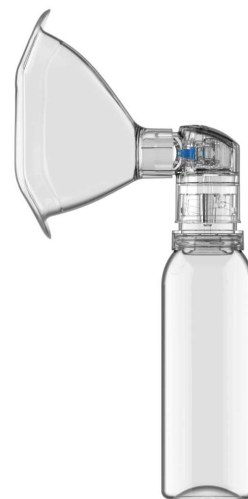
Crystal Lake, Illinois, October 2, 2018

Aptar Pharma, a leading drug delivery systems provider, continues its commitment to meeting new market trends with the release of an industry first, PureHale, a new portable and ready-to-use drug delivery solution designed for upper respiratory care. PureHale is a revolutionary and intuitive device which – when used in combination with saline or other natural ingredient formulations – helps relieve the symptoms of upper respiratory system conditions.

PureHale will be officially launched at CPhI Worldwide in Madrid on October 9<sup>th</sup>, and is a finalist in the CPhI Pharma Awards in the Excellence in Pharma: Drug Delivery Device category.

With the ongoing rise in pollution – the biggest environmental risk to health<sup>1</sup> – the need for upper respiratory relief is more prominent than ever. PureHale’s innovative technology distributes a continuous fine mist that gently cleanses, moisturizes and soothes the upper respiratory tract, in turn helping to reduce irritations caused by coughs, colds, allergies, respiratory problems and dry nose/throat issues.

PureHale’s portability allows consumers to relieve their symptoms wherever and whenever needed. Developed after researching and analyzing the benefits and challenges of traditional nebulizer technology, this new user-friendly system was engineered for on-the-go consumers. Unlike traditional nebulizers, the PureHale system does not require batteries or the prefilling of a reservoir.



PureHale with mask option

The PureHale technology platform benefits include:

- Use of non-electronic technology eliminates need to plug in or charge
- Quieter and lighter than traditional nebulizers
- Complete portability and always ready to use
- Includes mask and mouthpiece options, offering adaptable treatment and suitable for family use
- Continuous cooling mist with fine particles (20-30µm) optimized for targeted deposition to the upper airways

Guenter Nadler, Director Business Development at Aptar Pharma, said of this latest launch: “We are really excited to announce this newest Aptar Pharma innovation. We have seen a real need for a device of this kind – traditional nebulizers come with a set of challenges including complexities in setup, manual dexterity requirements and overall usage time. Meanwhile, challenges during medication administration include poor inhalation technique, duration of nebulization and understanding how to achieve optimal efficacy. PureHale has been designed specifically with these challenges in mind and offers a solution by simplifying the entire process.”

Aptar Pharma has long been committed to breaking ground in healthcare technologies and working with partners to open up new markets with innovative delivery routes. Utilizing Aptar Pharma’s well-established Bag-on-Valve technology, the PureHale system preserves the integrity of the treatment solution while utilizing compressed air/nitrogen between the bag and can to create a continuous mist when actuated. This solution is valuable to pharmaceutical partners seeking a system that can carry a range of formulations, comes in various container sizes, while also offering differentiating and branding advantages.

“PureHale enables pharmaceutical partners to expand their audience reach for their brand formulations, providing portable, symptomatic relief for upper respiratory system conditions,” according to Thomas Klofac, President of Aptar Pharma’s Consumer Healthcare Division. PureHale provides brand differentiation via a range of personalization options and, with minimal parameter changes, existing filling processes can be easily adapted to fill PureHale.

Aptar Pharma has extensive regulatory experience and this, combined with several standardized solutions, can satisfy a rapid-to-market launch objective.”

## About Aptar Pharma

Aptar Pharma is part of AptarGroup, Inc., a leading global supplier of a broad range of innovative dispensing and sealing solutions for the beauty, personal care, home care, prescription drug, consumer health care, injectables, food and beverage markets.

AptarGroup is headquartered in Crystal Lake, Illinois, with manufacturing facilities in North America, Europe, Asia and South America. For more information, visit [aptar.com/pharma](http://aptar.com/pharma).

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## Media Contact:

Carolyn Penot

Aptar Pharma

+33 1 39 17 20 38

[carolyn.penot@aptar.com](mailto:carolyn.penot@aptar.com)

## Business Development Contact:

Guenther Nadler

Aptar Pharma

+49 7732 801 536

[guenter.nadler@aptar.com](mailto:guenter.nadler@aptar.com)

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<sup>1</sup> World Health Organization. Ambient Air Pollution: A global assessment of exposure and burden of disease. World Health Organization. 1–131 (2016). Available at: <http://apps.who.int/iris/bitstream/handle/10665/250141/9789241511353eng.pdf;jsessionid=92C55343F97319C96E9247B22F60902D?sequence=1>. Last accessed September 2018.