



Harrow Launches Atropine.com

November 10, 2022

Announces Nationwide Availability of Compounded Atropine Formulations

NASHVILLE, Tenn.--(BUSINESS WIRE)--Nov. 10, 2022-- Harrow (Nasdaq: HROW), an eyecare pharmaceutical company exclusively focused on the discovery, development, and commercialization of innovative ophthalmic therapies, today announced the launch of atropine.com, an easy-to-access ordering and marketing portal that is designed specifically for prescribers interested in compounded atropine formulations. All atropine.com prescriptions will be dispensed through Harrow's wholly owned subsidiary, [ImprimisRx](https://imprimisrx.com).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20221109006116/en/>

In commenting on the announcement, Mark L. Baum, Harrow's Chairman and Chief Executive Officer, said, "For many years, customers have consistently told us of their growing need for a trusted and reliable source of compounded atropine. A recent [article](#) highlighted that the quality of available compounded atropine formulations varies greatly, causing inconsistency in stability, potency, storage requirements, and product shelf life. We saw an opportunity to resolve these issues, create a family of compounded formulations of atropine, and support patients and eyecare professionals with unsurpassed customer service. Our compounded atropine formulations undergo a strict series of validated analytical tests to ensure consistency, potency, and stability; they are stable at a biologically comfortable pH and are now available in three concentrations (0.01%, 0.025%, and 0.05%) for as low as \$39 per bottle.

"While our current suite of compounded atropine formulations is available for individual patients through the ImprimisRx 503A national mail-order pharmacy, we intend to make a patent-pending suite of compounded atropine formulations that does not contain either preservatives or boric acid. This suite of products will be available soon to healthcare facilities through our 503B outsourcing facility – *with or without a patient-specific prescription.*"

Compounded formulations may be appropriate to prescribe for patients with clinical needs that are unmet by FDA-approved drug products. Eyecare professionals can prescribe atropine for individual patients online at atropine.com or by calling ImprimisRx Customer Care at (844) 446-6979. Healthcare providers may [sign up for updates](#) on the availability of atropine formulations through the ImprimisRx FDA-registered and FDA-inspected 503B outsourcing facility.

PLEASE REVIEW THE ATROPINE [PACKAGE INFORMATION](#) BEFORE PRESCRIBING.

ImprimisRx specializes in customizing medications to meet unique patient and practitioner needs. No compounded medication is reviewed by the FDA for safety or efficacy. ImprimisRx does not compound copies of commercially available products.

About Harrow

Harrow (Nasdaq: HROW) is an eyecare pharmaceutical company exclusively focused on the discovery, development, and commercialization of innovative ophthalmic therapies that are accessible and affordable. For more information about Harrow, including investor-related materials, please visit the corporate website, harrowinc.com, or Harrow's [LinkedIn](#) page.

About ImprimisRx

ImprimisRx is the nation's leading ophthalmology-focused compounded pharmaceuticals brand, serving thousands of ophthalmologists and optometrists in all 50 states, with over 25 proprietary compounded ophthalmic formulations. For more information about ImprimisRx, including product ordering instructions, please visit imprimisrx.com. ImprimisRx is a wholly owned subsidiary of Harrow (Nasdaq: HROW).

Forward-Looking Statements of Harrow

This press release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Any statements in this release that are not historical facts may be considered such "forward-looking statements." Forward-looking statements are based on management's current expectations and are subject to risks and uncertainties which may cause results to differ materially and adversely from the statements contained herein. Some of the potential risks and uncertainties that could cause actual results to differ from those predicted include the continued impact of the COVID-19 pandemic and any future health epidemics on our financial condition, liquidity and results of operations; our ability to make commercially available our FDA-approved products and compounded formulations and technologies in a timely manner or at all; market acceptance of the Company's products and challenges related to the marketing of the Company's products; risks related to our pharmacy operations;

our ability to enter into other strategic alliances, including arrangements with pharmacies, physicians and healthcare organizations for the development and distribution of our products; our ability to obtain intellectual property protection for our assets; our ability to accurately estimate our expenses and cash burn, and raise additional funds when necessary; risks related to research and development activities; the projected size of the potential market for our technologies and products; unexpected new data, safety and technical issues; regulatory and market developments impacting compounding pharmacies, outsourcing facilities and the pharmaceutical industry; competition; and market conditions. These and additional risks and uncertainties are more fully described in Harrow's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K and its Quarterly Reports on Form 10-Q. Such documents may be read free of charge on the SEC's web site at www.sec.gov. Undue reliance should not be placed on forward-looking statements, which speak only as of the date they are made. Except as required by law, Harrow undertakes no obligation to update any forward-looking statements to reflect new information, events or circumstances after the date they are made, or to reflect the occurrence of unanticipated events.

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