



Imprimis Pharmaceuticals Go Dropless™ Video Interview Survey Reveals 95% of Leading Cataract Surgeons Surveyed Would Prefer Dropless Therapy

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SAN DIEGO, June 24, 2014 /PRNewswire/ -- [Imprimis Pharmaceuticals, Inc.](#) (Nasdaq:IMMY), a vertically-integrated specialty pharmaceutical company dedicated to delivering high quality, novel, and customizable medicines to physicians and patients at accessible prices, today unveiled the results of a recent survey¹ of leading national cataract surgeons (www.GoDropless.com/why-go-dropless).

20 out of the 21 physicians surveyed expressed favorable opinions to the concept of Imprimis' single intraocular injection administered at the conclusion of cataract surgery. These surgeons' perspectives examine the benefits of dropless cataract surgery for both doctors and patients. Specifically, the surgeons highlighted attributes related to convenience and compliance. To watch the complete video interviews, interested parties can go to www.GoDropless.com/why-go-dropless.

In April of this year, Imprimis Pharmaceuticals began making its ophthalmic sterile injectable compound formulations available after the launch of its [Go Dropless™](#) campaign. Imprimis Pharmaceuticals' proprietary ophthalmic therapies include a formulation combining triamcinolone acetonide, moxifloxacin hydrochloride and the antibiotic vancomycin. A second formulation is available with triamcinolone acetonide and moxifloxacin hydrochloride. Imprimis' proprietary formulations have been used by select physicians during thousands of cataract surgeries and many other eye surgeries where, as a result of the surgery, there is inflammation and a chance for post-operative infection. There were 22 million cataract surgeries globally in 2013 and nearly 3.6 million in the US.²

"I love it. I started seven and a half months ago and have never looked back. It's been a really great experience for me, my patients, my staff, the surgery center, everybody has benefitted from going dropless. I think we've all dreamed for a long time about having something that we could use that would minimize the number of medications that patients would use afterwards," commented [Dr. Ahad Mahootchi](#).

Imprimis' proprietary ophthalmic formulations use patent-pending technologies to uniquely allow for the combination of drugs such as triamcinolone and moxifloxacin that do not typically distribute evenly in a suspension. Advantages include reduction of compliance concerns, reduction of staff and chair time spent on instructions and follow-up with post-operative surgical patients, as well as calls from pharmacists. Two recent studies both found the use of these formulations to be positive in overall patient compliance, cost, and general experience.³⁻⁴

"We believe we have begun the process of shifting the paradigm in the cataract surgery market," Imprimis CEO Mark Baum stated. "Because there is nothing in the market like our formulation, we are emboldened by this positive feedback from leading cataract surgeons. Our sales team is actively continuing our education and sales efforts. The ability to achieve broad market acceptance of these formulations directly correlates to the fulfillment of our corporate vision of delivering high quality, novel, and customizable medicines to physicians and patients at accessible prices."

Through attending key clinical symposia during the first six months of 2014, the company has added to the active customer base and generated new interest from hundreds of ophthalmologists in a variety of subspecialties.

FORMULATION AVAILABILITY

During the month of June, Imprimis secured pharmacy licenses in Utah, South Carolina, Delaware and Washington. Imprimis' proprietary ophthalmic formulations and non-proprietary formulations are currently available in 29 states and territories with a physician's prescription. Physicians in these states can order today at <http://dropleless.com/orders/>. Imprimis also has compounding pharmacy license applications pending in 10 U.S. States.

ABOUT IMPRIMIS PHARMACEUTICALS

San Diego-based Imprimis Pharmaceuticals, Inc. (Nasdaq:IMMY) is a vertically integrated specialty pharmaceutical company dedicated to delivering high quality, novel, and customizable medicines to physicians and patients at accessible prices. Imprimis is pioneering a new commercial pathway using compounding pharmacies for the formulation and distribution of its proprietary drug therapies, which include formulations in ophthalmology, wound management and urology. For more information, please visit www.imprimispharma.com or www.GoDropless.com.

SAFE HARBOR

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 risks and uncertainties related to Imprimis' ability to make commercially available its compounded formulations and technologies in a timely manner or at all; physician interest in prescribing its formulations; risks related to its compounding pharmacy operations; its ability to enter into other strategic alliances, including arrangements with pharmacies, physicians and healthcare organizations for the development and distribution of its formulations; its ability to obtain intellectual property protection for its assets; its ability to accurately estimate its 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 its technologies and formulations; 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 Imprimis' 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, Imprimis 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.

¹ In April 2014, a survey was conducted in Boston, MA at a leading ophthalmology association meeting/convention.

² MarketScope 2013 Comprehensive Report on the Global Cataract Surgical Equipment Market

³ Liegner J. *Better surgery through chemicals*. Presented at the American Society for Cataract and Refractive Surgeons Annual Meeting. April 25-29. Boston, MA.

⁴ Galloway MS. *Intravitreal placement of antibiotic/steroid as a substitute for post-operative drops following cataract surgery*. Presented at the American Society for Cataract and Refractive Surgeons Annual Meeting. April 25-29. Boston, MA.

MEDIA CONTACT: Jen Carroll
jcarroll@imprimispharma.com
858.704.4587

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