



Imprimis Pharmaceuticals to Highlight its Proprietary Ophthalmic Solutions at the Hawaiian Eye 2015 and the Cataract Surgery: Telling It Like It Is! Meetings

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SAN DIEGO, Jan. 13, 2015 /PRNewswire/ -- Imprimis Pharmaceuticals, Inc. (NASDAQ: IMMY), a pharmaceutical company focused on the development and commercialization of proprietary compounded drug therapies, today announced it will be exhibiting at two upcoming ophthalmology meetings: the [Fourth Annual Cataract Surgery: Telling It Like It Is!](#) meeting from January 15 - 18 in Sarasota, FL (Booth #33), and the [Hawaiian Eye and Retina 2015](#) meeting from January 17 - 23 in Maui, HI (Booth #111).



The fourth annual Telling It Like It Is! Meeting is becoming one of the largest U.S. ophthalmic meetings with an estimated 500 ophthalmologists scheduled to attend. The meeting is focused on new technology, challenging cases, and the management of surgical complications. The meeting's unique environment also allows surgeons and members of the industry to interact freely. The faculty of leading ophthalmologists includes the course director, Robert H. Osher, MD. Imprimis has been invited by Dr. Osher to participate in the Unmet Needs session of the program starting at 1:00 p.m., January 15, to share information about Dropless Cataract Surgery™ and planned introduction of LessDrops™. For more information about the meeting [click here](#).

The Hawaiian Eye and Retina meeting represents the third largest U.S. meeting in ophthalmology after the American Academy of Ophthalmology and the American Society of Cataract and Refractive Surgery meetings. More than 1,200 ophthalmic professionals are enrolled to attend and 100 of the leading experts in ophthalmology will be in attendance to share their experience. Richard L. Lindstrom, MD, who was recently appointed to Imprimis' Board of Directors, will be facilitating a Go Dropless™ workshop along with faculty Vance Thompson, MD, on Wednesday, January 21, from 2:00-3:00 p.m. To register for the workshop, email dropleless@imprimispharma.com or visit Booth #111 on-site. For more information about Hawaiian Eye, [click here](#).

Information about Dropless Therapy™ will also be available to conference attendees who visit the Imprimis exhibit booth at the two meetings. For those interested in learning more about the company's ophthalmic formulations or to schedule a meeting with Imprimis at one of these events, contact dropleless@imprimispharma.com.

Imprimis' Go Dropless™ campaign was created to inform ophthalmologists about Dropless Therapy™ opportunities and the company's unique injectable compounded formulations that can virtually eliminate the need for eye drops following ocular surgery, primarily cataract surgery. The company recently announced plans to expand to LessDrops™ and introduce its Tri-Moxi and Pred-Moxi formulations as combination topical eye drops for patients following LASIK, cataract and other ocular surgeries.

"We have made tremendous progress since we launched our Go Dropless™ campaign in April 2014. Over 200 ophthalmologists are now prescribing our Dropless Therapy™ and they have been reporting on the advantages, including improved patient compliance, reduced costs to the patient, and decreased post-operative physician care. Industry meetings such as the upcoming Hawaiian Eye and Telling It Like It Is! are important as they provide us with the opportunity to meet with existing customers and to interact with other leading ophthalmologists to educate them about our innovative formulations. They also provide the perfect venues to discuss our upcoming LessDrops™ campaign and planned introduction of our proprietary Tri-Moxi and Pred-Moxi formulations as topical combination eye drops following LASIK and other ocular surgeries. We believe there are many advantages -- they may require up to 50% fewer drops to be administered by patients, provide a significant cost savings of up to 75% compared to current traditional post-surgery treatments and may be reimbursable to public and private insurance beneficiaries," stated Imprimis CEO Mark L. Baum.

ABOUT IMPRIMIS' OPHTHALMIC FORMULATIONS

Imprimis acquired the intellectual property for its patent-pending Dropless ocular surgery and other ophthalmic formulations in August 2013. These drug formulations allow for increased solubility of active pharmaceutical ingredients, creating small, uniform particle sizes which enable functionality as an injectable or use as a topical eye drop. Currently, Imprimis provides proprietary compounded antibiotic and steroid formulations, Tri-Moxi and Tri-Moxi-Vanc, available in single, injectable intraocular doses administered during ocular surgery. These proprietary formulations have been prescribed for individual patients and administered in over 50,000 eye surgeries where, as a result of the surgery, there is inflammation and a chance for post-operative infection.

The company recently announced plans to expand its ophthalmology formulation portfolio with its LessDrops™ program, introducing proprietary combinations of triamcinolone acetonide and moxifloxacin hydrochloride (Tri-Moxi) and prednisolone acetate and moxifloxacin hydrochloride (Pred-Moxi) as eye drops for patients following LASIK, cataract and other ocular surgeries. Results of an investigator-initiated evaluation of these formulations following LASIK surgery is expected to be announced by the end of January 2015.

All Imprimis formulations may be prescribed pursuant to a physician prescription for an individually identified patient consistent with federal and state laws governing compounded drug formulations.

ABOUT IMPRIMIS PHARMACEUTICALS

San Diego-based Imprimis Pharmaceuticals, Inc. (NASDAQ: IMMY) is a pharmaceutical company dedicated to delivering high quality and innovative medicines to physicians and patients at accessible prices. Imprimis' business is focused on its proprietary ophthalmology and urology drug formulations. The company's pioneering ophthalmology formulation portfolio is disrupting the multi-billion dollar eye drop market, addressing patient compliance issues and providing other medical and economic benefits to patients. Imprimis expects to launch its urology business in 2015, which includes a patented formulation to address patients suffering from interstitial cystitis. For more information about Imprimis, please visit the company's corporate website at www.ImprimisPharma.com; ophthalmology business website at www.GoDropless.com; and urology business website at www.DefeatIC.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.

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