



## Imprimis Pharmaceuticals to Launch its Simple Drops™ Combination Glaucoma Drops at Leading Cataract & Refractive Surgery Medical Meeting

May 4, 2017

SAN DIEGO, May 4, 2017 /PRNewswire/ -- Imprimis Pharmaceuticals, Inc. (NASDAQ: IMMY), an ophthalmology-focused pharmaceutical company, today announced the launch of its new patent-pending Simple Drops™ preservative-free glaucoma drops at the American Society of Cataract and Refractive Surgery (ASCRS) 2017 meeting being held at the Los Angeles Convention Center on May 5-9, 2017. Imprimis is also holding a series of in-booth presentations at its exhibit booth #3038 during the meeting. ASCRS 2017 is one of the world's leading medical events encompassing refractive surgery, cataract, vision, ophthalmology and eye health.



Mark L. Baum, CEO of Imprimis, stated, "We are excited with the opportunity to connect with our existing customers and meet new ones at this year's ASCRS 2017, just a two-hour drive from our home office. We believe our series of in-booth presentations will help increase traffic to our booth and generate additional interest in our existing and new ophthalmic portfolios. Attendees will also have the chance to learn about our new patent-pending preservative-free Simple Drops™ and other innovative ophthalmic compounded formulations at this year's meeting. We believe our Simple Drops™ portfolio gives us a unique advantage in the marketplace because they have been designed to help improve compliance by reducing the number of drops patients administer daily. In connection with the launch, we are introducing the Glaucoma Care Program™ to help patients better manage their conditions. Glaucoma represents the largest ophthalmic market we have entered to date, which is estimated to be over \$2 billion annually in the U.S. We conservatively estimate our total addressable market share to be \$500 million. Initial market research, including focus groups and multiple surveys our team have conducted, has given us confidence that glaucoma may soon become our largest segment within our ophthalmology business. Following ASCRS 2017, our internal team of regional sales managers will work in concert with the dedicated team at Precision Lens, a leading seller of intraocular lens (IOLs) in the Midwest, to call on physicians whose patients may benefit from our unique ophthalmic formulations."

### About Simple Drops™

[Simple Drops™](#) preservative-free drops conveniently provide multiple glaucoma medications into a single bottle providing patients with a simple treatment option. By providing multiple medications into one combination drop, Simple Drops™ may increase patient compliance and reduce costs. Each formulation is provided in a uniquely-designed bottle with PureFlow® technology, which allows for a one-way valve system preventing the risk of contamination. Simple Drops™ consist of high-quality sterile FDA-approved components that are made and dispensed from Imprimis' PCAB-accredited and FDA-inspected facilities. Ordering Simple Drops is easy through the online MaxRx Prescriber Portal today [here](#).

### Glaucoma Care Program™

Simple Drops preservative-free drops are more than just glaucoma medications. Many glaucoma patients have difficulties adhering to their treatment and one primary cause is the requirement to administer multiple daily drops with various dosing regimens. Under the Glaucoma Care Program™, patients will receive coaching to help manage their conditions. They will also have immediate access to trained consultative pharmacists, resources to better understand their condition, receive a subscription to the monthly e-newsletter, *Glaucoma Review*, and the right tools to comply with treatment

recommendations.

Attendees are invited to attend Imprimis' in-booth (#3038) presentations featuring Imprimis' new Simple Drops™ preservative-free drops, as well as Dropless Cataract Surgery®, LessDrops® combination drop therapy, and IV Free™ Cataract Surgery. Details of the events are available [online](#) and listed below:

#### Saturday, May 6

Time	Speaker	Topic
9:15 AM	Chris Bender, CRNA	IV Free Consultation Session
10:30 AM	William Wiley, MD	LessDrops/503B
1:30 PM	Bret Fisher, MD	IV Free/Dropless/LessDrops
2:30 PM	Paul Singh, MD	Glaucoma (Simple Drops)
3:30 PM	Chris Bender, CRNA	IV Free Consultation Session

#### Sunday, May 7

Time	Speaker	Topic
9:30 AM	Chris Bender, CRNA	IV Free Consultation Session
11:00 AM	John Berdahl, MD	IV Free/Dropless
12:00 PM	Rob Noecker, MD	Glaucoma (Simple Drops)
1:00 PM	Chris Bender, CRNA	IV Free Consultation Session

All educational content of the ASCRS•ASOA Annual Symposium & Congress is planned by its program committee, and ASCRS•ASOA does not endorse, promote, approve, or recommend the use of any products, devices or services.

#### About Imprimis Pharmaceuticals

Imprimis Pharmaceuticals, Inc. (NASDAQ: IMMY) is a pharmaceutical company dedicated to producing and dispensing high quality innovative medications in all 50 states. The company's unique business model increases patient access and affordability to many critical medicines. Headquartered in San Diego, California, Imprimis owns and operates three production and dispensing facilities located in California, New Jersey and Pennsylvania. For more information about Imprimis, please visit the corporate website at [www.ImprimisRx.com](http://www.ImprimisRx.com).

#### Forward-Looking Statements

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 our ability to make commercially available our compounded formulations and technologies in a timely manner or at all; physician interest in prescribing our formulations; risks related to our compounding 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 formulations; 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 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](http://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.

*Other than drugs compounded at a registered outsourcing facility, all Imprimis compounded formulations may only be prescribed pursuant to a physician prescription for an individually identified patient consistent with federal and state laws.*

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To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/imprimis-pharmaceuticals-to-launch-its-simple-drops-combination-glaucoma-drops-at-leading-cataract-refractive-surgery-medical-meeting-300451252.html>

