

News Release

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For Immediate Release

FDA-Approved Goccles® Early Oral Cancer Screening Device by Pierrel Pharma S.r.l. Announced as Winner of 2019 Edison Best New Product Silver Award™



Capua, Italy, April 9, 2019 – Pierrel Pharma S.r.l. received recognition from the [Edison Awards™](#), a prestigious organization known for acknowledging innovation, creativity, and ingenuity in the global economy, for its advanced, early oral cancer screening device: [Goccles®](#). The FDA-approved medical device is used in combination with traditional examination to help identify early signs of oral cancer. The eyewear utilizes a patented optical filter with a standard curing light, exposing the fluorescence of healthy mucosa and potentially suspicious pre-cancerous and cancerous lesions. With Goccles, there is no need to purchase additional consumables for use and its price point is relatively low in comparison to similar devices. Goccles is supported by clinical studies and has received an excellent clinical evaluation from [Dental Advisor](#).

Pierrel Pharma's chief executive officer, Fabio Velotti (Capua, Italy) attributes the Best New Product Silver Award™ win to the company's dedication to research and development, as well as its overall mission to create better dental healthcare experiences for professionals and



patients. He said, “I am so proud of Goccles and how it is transforming the oral cancer screening process on the dental side. As time passes, I believe we will see a major shift in dental professionals’ attitudes towards their role in early detection of oral cancer.” He continued, “Pierrel Pharma is known for developing Orabloc®, a leading anesthetic product for dental procedures, which since marketed is now used by 1 out of every 4 US dentists. I look forward to the day Goccles becomes a ‘household name’ in its own right among dental professionals.” Goccles was launched in the US in 2018, and is available through all major distributors, including Patterson Dental, Henry Schein, Benco Dental, and Darby Dental.

About the Edison Awards™

The Edison Awards honor global leaders in innovation across different disciplines, presenting awards in different categories. Winners of [Edison Awards](#) represent the best of the best technologies that have the power to impact the world and change lives. In a [press announcement](#), Edison Awards’ executive director, Frank Bonafilia, said in a statement, “After 32 years, it never ceases to amaze us how innovations that we could only dream about become our reality. Once again, the winners created innovations that are revolutionizing industries and becoming indispensable.” The Edison Awards was originally established in 1987 by the American Marketing Association, and since 2008 has been an independent organization.

About Pierrel Pharma S.r.l.

[Pierrel Pharma](#) is the parent company of Pierrel Group which manages new drug product development, registration, marketing, and commercialization of Pierrel branded dental anesthetics. Pierrel has more than 30 years’ experience in the development and manufacturing of dental anesthetics for the international market. Following a 2008 reorganization of Pierrel Group business development and marketing strategies, Pierrel has introduced a full range of state-of-the-art dental anesthetics in Italy. Today, Pierrel is in rapid expansion throughout the world. For more information about Goccles by Pierrel Pharma, please visit www.goccles.com/en.com.

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