Fera Pharmaceuticals Launches OTC Puralube® Ophthalmic Ointment for Dry Eye

NEW YORK-February 2, 2011(BusinessWire)-Puralube® Ophthalmic Ointment, is now available from Fera Pharmaceuticals.

Puralube, a preservative free ophthalmic ointment, is one that has been relied upon by patients and healthcare professionals for years to relieve the symptoms of dry eye. When the original manufacturer of Puralube discontinued the product, Fera was inundated with requests to bring the product back.

Frank DellaFera, President of Fera states, "Puralube is a product that fits perfectly with our eye care portfolio. We are so pleased to make Puralube available again, giving patients, pharmacists and physicians a cost effective and reliable treatment option for dry eye symptoms".

Fera is launching Puralube in a 3.5 g tube as well as a carton of 20 1 g tubes. It will be available through retail, wholesale and mail order pharmacy.

About Dry Eye

Dry eye currently affects almost 21 million Americans, and yet, only 2.5 million patients are actually being treated for it according to experts. Dry eye, if not treated properly, can lead to serious eye problems.

About Fera Pharmaceuticals, LLC

Fera Pharmaceuticals is a privately held company. The company goal is to realize opportunities via acquisitions, in-licensing, developing and marketing abbreviated new drug applications (ANDAs), new drug applications (NDAs) and 505(b)(2) NDA products. Areas of interest include products that could benefit from lifecycle management with a special focus on niche markets. Fera also currently markets several prescription ophthalmic ointments including Bacitracin, Garamycin® and Ilotycin® as well as Neptazane® tablets.

For more information visit www.ferapharma.com.

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