

Maxisal® - dietary supplement

- ◆ Enhances Salivary Function
- ◆ Promotes Oral Comfort
- ◆ Helps Relieve Dry Mouth

Maxisal[®] is a dietary supplement in lozenge form for relief of oral dryness.

Maxisal[®] contains a patented disaccharide
- anhydrous crystalline maltose.

Maxisal[®] improved oral comfort and relieved dryness of the mouth and throat in clinical studies involving nearly 200 patients with primary Sjögren's syndrome.

The Dry Mouth Market

- Reports indicate that 20% of people over the age of 50 suffer from dry mouth.
- At least 25 million people in the U.S. suffer with some form of dry mouth.
- People with dry mouth seek relief by increasing fluid intake, chewing sugarless gum or by sucking on sugarless lozenges.

Physical Manifestations

Dry mouth can cause serious health problems like:

- Oral infections
- Tooth decay
- Bad breath
- Altered taste sensation
- Difficulty in chewing, swallowing, and speaking

Dry Mouth

The major causes of dry mouth include:

1. prescription and over-the-counter drugs
2. age-related deterioration of salivary function
3. medical treatments such as head/neck radiotherapy, and
4. autoimmune diseases such as Sjögren's syndrome and scleroderma.

Maxisal[®] is a new solution to the problem.

Clinical Research

- *Maxisal*[®] lozenges were given three times daily for 24 weeks to 97 patients with primary Sjögren's syndrome.
- Over 40% of the evaluable patients had a clinically important (>50%) improvement in salivary output.
- Mouth comfort was significantly increased and symptoms of dry mouth and dry throat were significantly improved by use of *Maxisal*[®].

(J Altern Complement Med 7(1):33-43,2001)

Clinical Research

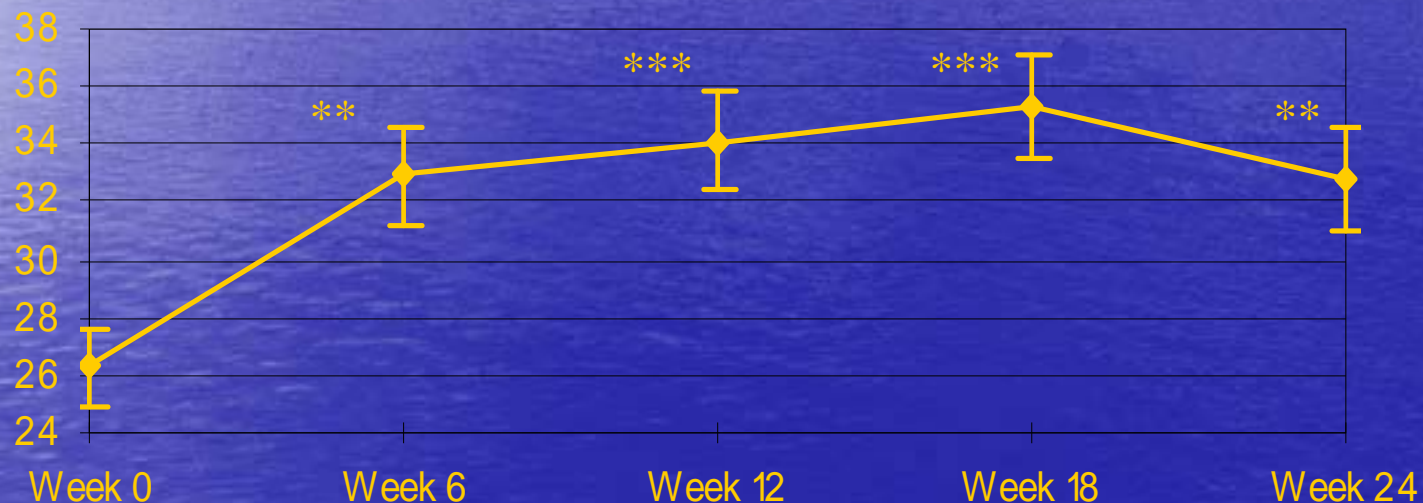
- *Maxisal*® lozenges were given three times daily for 24 weeks to 100 primary Sjögren's syndrome patients in a second study.
- Over 1/3 of the evaluable patients had a clinically important improvement in salivary output.
- Mouth comfort was significantly increased and symptoms of dry mouth and dry throat were significantly improved by use of *Maxisal*®.

(J Altern Complement Med 8(5):651-659,2002)

Maxisal® - Clinical Research

Combined Results from Two Sjögren's Syndrome Studies

Mean Oral Comfort Scores (mm)



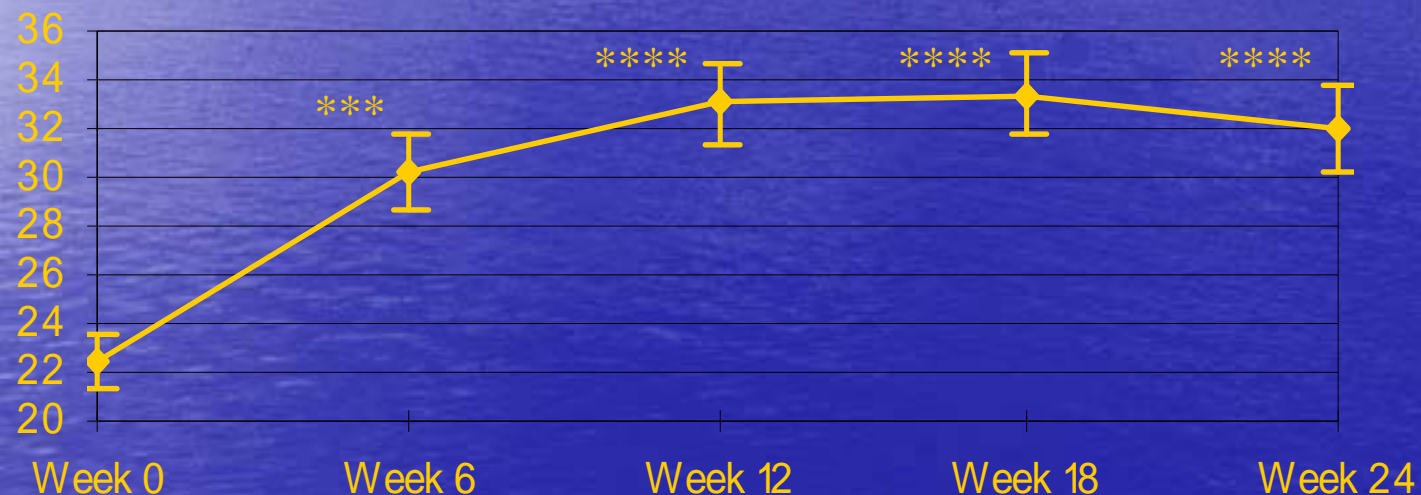
An increase in score equals improvement

- ** Significantly greater than baseline at $p < 0.01$
- *** Significantly greater than baseline at $p < 0.001$

Maxisal® - Clinical Research

Combined Results from Two Sjögren's Syndrome Studies

Mean Mouth Dryness Scores (mm)



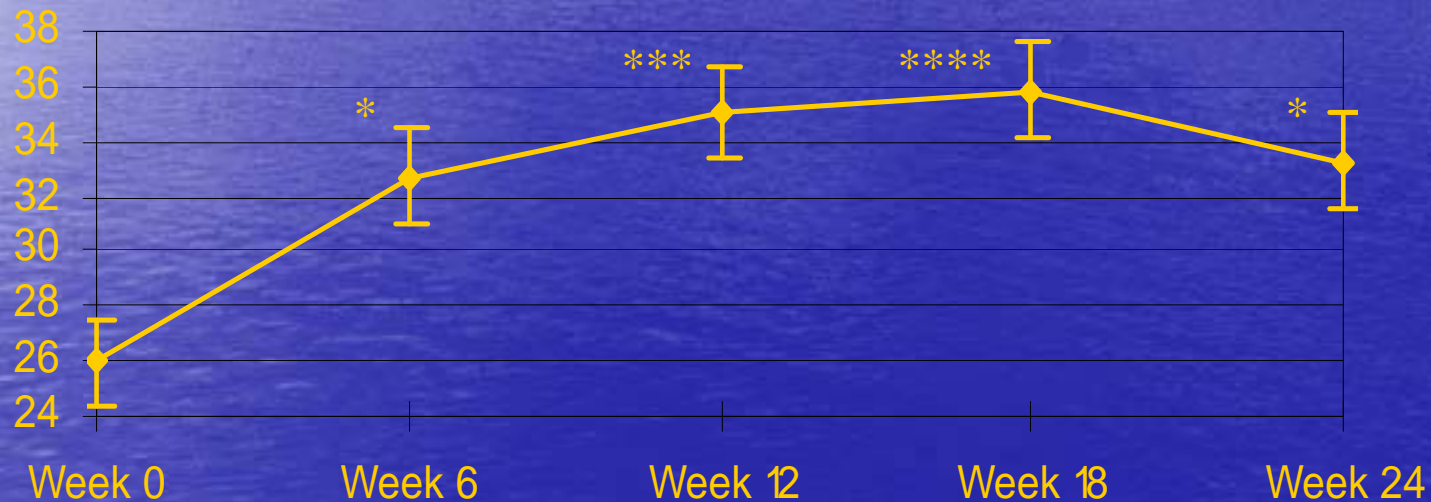
An increase in score equals improvement

- *** Significantly greater than baseline at $p < 0.001$
- **** Significantly greater than baseline at $p < 0.0001$

Maxisal® - Clinical Research

Combined Results from Two Sjögren's Syndrome Studies

Mean Throat Dryness Scores (mm)



An increase in score equals improvement

* Significantly greater than baseline at $p < 0.05$

*** Significantly greater than baseline at $p < 0.001$

**** Significantly greater than baseline at $p < 0.0001$

Marketing Messages

- ***Maxisal***[®]
 - promotes oral comfort
 - helps promote normal salivary function
 - enhances salivary function
 - helps relieve dry mouth associated with aging, and
 - increases oral comfort of fluid restricted individuals.
- ***Maxisal***[®]
 - significantly improved oral comfort and reduced symptoms of dry mouth and dry throat in two clinical studies of 197 Sjögren's syndrome patients.

Potential Market Targets

- ***Maxisal***[®] Clinical Uses:
 - Diseases that cause dry mouth (e.g. Sjögren's syndrome)
 - Fluid-restricted individuals (e.g. kidney dialysis)
 - Age-related oral dryness
 - Co-promotion with drugs that cause dry mouth
- ***Maxisal***[®] Non Clinical Uses:
 - Public Speakers
 - Performers
 - Athletes