

October 17, 2018



Sonoma Pharmaceuticals Launches New Ceramax™ Skin Barrier Lotion with Skin-Enriching Lipogrid Technology™

PETALUMA, Calif., Oct. 17, 2018 (GLOBE NEWSWIRE) -- Sonoma Pharmaceuticals, Inc. (Nasdaq: SNOA), a specialty pharmaceutical company that develops and markets unique and effective solutions for the treatment of dermatological conditions and advanced tissue care, today announced the launch of a new Ceramax™ Skin Barrier Lotion. This new product complements Sonoma's current Ceramax Skin Barrier Cream.

"We continue to receive positive physician and patient feedback on our current Ceramax cream, which we launched two years ago," said Tom Devine, Sonoma Pharmaceutical's dermatology division general manager. "We are now expanding this product line for those patients who prefer prescription-level barrier protection benefits in a lighter lotion formula."

Both Ceramax products contain skin-enriching technology that helps manage dry itchy skin, minor skin irritations, rashes and inflammation caused by various skin conditions, including atopic dermatitis and allergic contact dermatitis. This technology contains selected lipids and a lipid precursor designed to easily penetrate the bilayers of the skin by blending with the natural lipid building blocks.

Ceramax lotion will be available via dermatologist prescription throughout the United States beginning in late October.

About Atopic Dermatitis

According to a report by *Research and Markets*, the global atopic dermatitis treatment market in 2016 was valued at \$4.04 billion U.S. It is expected to grow to \$7.66 billion by 2025, expanding at a CAGR of 7.4% from 2017 to 2025.

Symptoms of atopic dermatitis are characterized by itchy skin, which can lead to rash, redness, swelling, crusting and scaling. The disease affects up to 20 percent of infants and young children, who continue to have symptoms as adults with significant impact on their quality of life. The exact cause is unknown, but genetics are considered a key factor.

[Topical corticosteroids](#) (such as [hydrocortisone](#), [betamethasone](#), and fluticasone) are the most common treatment for atopic dermatitis. As eczema tends to be persistent, most people will have to use topical steroids on and off for many years. If used continuously topical steroids may lose their effectiveness after a few weeks. This is known as tachyphylaxis.

About Sonoma Pharmaceuticals, Inc.

Sonoma is a specialty pharmaceutical company that develops and markets unique and effective solutions for the treatment of dermatological conditions and advanced tissue care.

The company's products, sold throughout the United States and internationally, have improved outcomes for more than five million patients globally by reducing infections, itch, pain, scarring and harmful inflammatory responses. The company's headquarters are in Petaluma, California, with manufacturing operations in the United States and Latin America. European marketing and sales are headquartered in Roermond, Netherlands. More information can be found at www.sonomapharma.com.

Forward-Looking Statements

Except for historical information herein, matters set forth in this press release are forward-looking within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including statements about the commercial and technology progress and future financial performance of Sonoma Pharmaceuticals, Inc. and its subsidiaries (the "Company"). These forward-looking statements are identified by the use of words such as "licensed," "marketed," and "branded," among others. Forward-looking statements in this press release are subject to certain risks and uncertainties inherent in the Company's business that could cause actual results to vary, including such risks that regulatory clinical and guideline developments may change, scientific data may not be sufficient to meet regulatory standards or receipt of required regulatory clearances or approvals, clinical results may not be replicated in actual patient settings, protection offered by the Company's patents and patent applications may be challenged, invalidated or circumvented by its competitors, the available market for the Company's products will not be as large as expected, the Company's products will not be able to penetrate one or more targeted markets, revenues will not be sufficient to fund further development and clinical studies, as well as uncertainties relative to varying product formulations and a multitude of diverse regulatory and marketing requirements in different countries and municipalities, and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission. The Company disclaims any obligation to update these forward-looking statements, except as required by law.

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Source: Sonoma Pharmaceuticals, Inc.