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# Oculus Innovative Sciences Launches New Ceramax™ Skin Barrier Cream in the United States

PETALUMA, Calif., May 03, 2016 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (NASDAQ: OCLS, warrants OCLSW), a specialty pharmaceutical company that develops and markets solutions for the treatment of dermatological conditions and advanced tissue care, today announced the launch of Ceramax™ Skin Barrier Cream, intended to be used as a topical skin care preparation to relieve and to manage the burning and itching associated with various dermatoses including atopic dermatitis, irritant contact dermatitis, radiation dermatitis and other dry skin conditions.

Ceramax is the result of a collaborative initiative with the Lipogrid Company of Sweden, and underscores Oculus' ongoing growth strategy to license or acquire differentiated, patent-protected technologies. This partnership was announced in March 2016.

Ceramax, based on Lipogrid technology, allows the physiological lipids to blend in with the skin's natural lipid building blocks and penetrate beyond the stratum corneum, where they also contribute to the synthesis of ceramides, cholesterol, and other free fatty acids. Testing has demonstrated that Ceramax delivers phospholipid building blocks to the epidermis. Clinical testing showed that patients exhibited consistent symptom improvement while enabling the reduced use, and in some cases the elimination, of steroids in the treatment protocol. The product received FDA 510(k) clearance in November 2015.

"This is a most valuable addition to our product portfolio and provides dermatologists with the latest advance in skin barrier technology," said Jeffrey Day, president of IntraDerm Pharmaceuticals, Oculus' dermatology division. "Ceramax is one of the most advanced and safest skin barrier products in the world. It hydrates and repairs the skin from the *inside out* and protects from the *outside in* while simultaneously reducing the need for steroids."

Ceramax is marketed by IntraDerm Pharmaceuticals, Oculus' U.S. dermatology division with a full-time sales force of 16. More information is available at [www.intraderm.com](http://www.intraderm.com).

## About Atopic Dermatitis

In a 2009 Global Data study, it was estimated the global atopic dermatitis therapeutics market delivered revenues of \$643 million in 2009. It is expected to grow to \$810 million at a Compound Annual Growth Rate (CAGR) of 3.4% by 2016. Globally, the United States remains the largest market for atopic dermatitis therapeutics, and generated revenue of \$402 million in 2009. It is forecast to grow at a CAGR of 3.8% over the next seven years to reach \$582 million by 2016.

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.

### **Lipogrid® Technology**

Lipogrid is a lipid structural matrix of solid lipid particles and vesicles comprised of fatty acids, cholesterol-type stabilizers, phospholipids and ceramides with a carrier function, used in the treatment of skin disorders.

### **About IntraDerm Pharmaceuticals**

A division of Oculus Innovative Sciences, IntraDerm Pharmaceuticals is a global dermatology enterprise with an initial focus on dermatology products. The division's headquarters are in Petaluma, California with additional sales operations in the Netherlands, and manufacturing operations in the United States and Latin America. Products offered include non-steroidal options for relief of pain and itch associated with dermal irritations, a dermal spray for care of acute and chronic dermal lesions and a scar management gel for minimizing scarring during and after healing. More information can be found at [www.intraderm.com](http://www.intraderm.com).

### **About Oculus Innovative Sciences, Inc.**

Oculus Innovative Sciences is a specialty pharmaceutical company that develops and markets solutions for the treatment of dermatological conditions and advanced tissue care. The company's products, which are 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.oculusis.com](http://www.oculusis.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 Oculus Innovative Sciences, Inc. and its subsidiaries (the "Company"). These forward-looking statements are identified by the use of words such as "intended," "provides," and "marketed," 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 common stock and warrants may be delisted from NASDAQ, 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, the Company may not meet its future capital needs, the Company may not be able to obtain additional funding, 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 including its annual report on Form 10-K for the year ended March 30, 2015. The Company disclaims any obligation to update these forward-looking statements, except as required by law.

Oculus<sup>®</sup>, Microcyn<sup>®</sup> Technology and IntraDerm Pharmaceuticals<sup>™</sup> are trademarks or registered trademarks of Oculus Innovative Sciences, Inc. All other trademarks and service marks are the property of their respective owners.

Media and Investor Contact:

Oculus Innovative Sciences, Inc.

Dan McFadden  
VP of Public and Investor Relations  
(425) 753-2105  
dmcfadden@oculusis.com

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