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# Oculus Innovative Sciences Introduces MicrocynAH(R) Next-Generation Dermatology Products With Dimethicone for Animals

PETALUMA, Calif., Sept. 24, 2015 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (NASDAQ:OCLS) (tradable warrants OCLSW), a specialty pharmaceutical company that develops and markets solutions for the treatment of dermatological conditions and advanced tissue care in both humans and animals, today announced the introduction of two new MicrocynAH® dermatology products for animals. MicrocynAH® Anti-Itch Spray Gel and MicrocynAH® Hot Spot Spray Gel both contain the soothing dimethicone skin protectant in combination with the patented Microcyn® Technology, which is supported by 45 patents and over 30 clinical studies worldwide. They effectively help to relieve the pain and itch of skin irritations, lacerations, abrasions and minor burns and are also cleared for the management of irritation and pain from minor sunburn.

"This major advance in MicrocynAH animal dermatology products is most significant," said Dan McFadden, vice president of animal wellness for Oculus Innovative Sciences. "Now, for the first time ever, consumers will have available to them a unique and patented dermatology spray gel with dimethicone for the management of hot spots and pruritus that is proven effective. These next-generation products relieve the itch and pain associated with annoying skin afflictions in all animals including dogs, cats, horses, rabbits, exotics and even livestock."

For more information or to order in the United States, distributors and retailers can phone SLA Brands at (415) 747-1001. More information and a consumer online store are also available at [www.microcynah.com](http://www.microcynah.com).

## Hot Spots and Itching

Hot spots, also known as acute moist dermatitis, are red, moist, hot and irritated lesions that are typically found on a dog's head, hip or chest area. Hot spots often grow at an alarming rate within a short period of time because dogs tend to lick, chew and scratch the affected areas, further irritating the skin. Hot spots can become quite painful. Anything that irritates the skin and causes a dog to scratch or lick himself can start a hot spot. Hot spots can be caused by allergic reactions, insect, mite or flea bites, poor grooming, underlying ear or skin infections and constant licking and chewing prompted by stress or boredom.

Itching or pruritus is an unpleasant sensation within the skin that provokes the desire to scratch. Itching is a sign, not a diagnosis or specific disease. The most common causes of itching are parasites, infections and allergies. Itching may develop because of secondary

bacterial or yeast infections.

## **Animal Healthcare Market**

According to the Freedonia Group, an international industry market research firm, the demand for animal health products in the United States is forecast to increase 3.9% annually to \$12.7 billion in 2016. Animal healthcare is a relatively recession-resistant industry as it is regarded as a necessary expense of animal ownership or husbandry. Furthermore, as pet owners increasingly treat their companion animals as members of the family, pets' lifespans will continue to lengthen, driving strong sales of health products.

## **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 "introduces" and "available," 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, 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 31, 2015. The company disclaims any obligation to update these forward-looking statements, except as required by law.

Oculus®, MicrocynAH® and Microcyn® Technology are trademarks or registered trademarks of Oculus Innovative Sciences, Inc. All other trademarks and service marks are the property of their respective owners. High-resolution product photos are available. Please

**call or email request.**

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