

December 10, 2020



# **Sonoma Pharmaceuticals and Crown Laboratories Announce an Exclusive Partnership to Launch Microcyn® Technology-Based Anti-Itch Over-the-Counter Products**

WOODSTOCK, Ga.--(BUSINESS WIRE)-- Sonoma Pharmaceuticals, Inc. (Nasdaq: SNOA), a global healthcare leader developing and producing high performance stabilized hypochlorous acid (HOCl) products for a wide range of applications, including wound care, eye care, oral care, nasal care and dermatological conditions, and Crown Laboratories, Inc., a fully integrated global skin care company, announce they have entered into a license and supply agreement for the exclusive rights to sell and market products for the over-the-counter (OTC) dermatological market in the United States. Crown plans to sell Sonoma's Microcyn® technology dermal sprays and gels targeting itch and pain under Sarna®, the *#1 Dermatologist Recommended Anti-Itch Brand*, with a unique variety of formulations to quickly relieve itch and skin irritations.

Sonoma's HOCl line of products are clinically proven to manage and relieve the burning, itching and pain experienced with various types of dermatoses, including radiation dermatitis and atopic dermatitis. Sonoma will continue to sell its prescription strength products while Crown will distribute an OTC version available without prescription.

"Having access to Sonoma's Microcyn® technology provides us with the first in class hypochlorous acid-based products in the OTC dermatology market. We believe that integrating these new products into our portfolio of strong brands will provide greater patient access and help improve patient outcomes," said Jeff Bedard, Crown's CEO.

"Crown is committed to providing safe and effective solutions that relieve discomfort associated with compromised skin," said Steve Gallopo, Crown's Vice President, US/Global OTC Marketing. "Managing pruritus (itch) is essential as it is a major symptom associated with many skin ailments. We are thrilled to offer a clinically proven, steroid-free line of HOCl-products within the Sarna franchise as this represents a major advancement in combating itch within the OTC market."

"We are excited to partner with Crown Laboratories, which shares our passion of providing patients with access to highly effective health care products. In addition, Crown has extensive experience selling in OTC markets and this partnership will expand our OTC offerings to consumers across the United States and into online retail markets," said Amy Trombly, Sonoma's CEO.

## **About Sonoma Pharmaceuticals, Inc.**

Sonoma Pharmaceuticals is a global healthcare leader for developing and producing stabilized hypochlorous acid (HOCl) products for a wide range of applications, including wound care, animal health care, eye care, oral care and dermatological conditions. The company's products reduce infections, itch, pain, scarring and harmful inflammatory responses in a safe and effective manner. In-vitro and clinical studies of hypochlorous acid (HOCl) show it to have impressive antipruritic, antimicrobial, antiviral and anti-inflammatory properties. Sonoma's stabilized HOCl immediately relieves itch and pain, kills pathogens and breaks down biofilm, does not sting or irritate skin and oxygenates the cells in the area treated assisting the body in its natural healing process. The company's products are sold either directly or via partners in 53 countries worldwide and the company actively seeks new distribution partners. The company's principal office is in Woodstock, Georgia, with manufacturing operations in Latin America. European marketing and sales are headquartered in Roermond, Netherlands. More information can be found at [www.sonomapharma.com](http://www.sonomapharma.com). For partnership opportunities, please contact [businessdevelopment@sonomapharma.com](mailto:businessdevelopment@sonomapharma.com).

## **About Crown Laboratories**

Crown, a privately held, fully integrated global skin care company, is committed to developing and providing a diverse portfolio of aesthetic, beauty, and therapeutic skin care products that improve the quality of life for its customers. An innovative company focused on skin science for life, Crown's unyielding pursuit of delivering therapeutic excellence and enhanced patient outcomes is why it is poised to become a leader in Dermatology and Aesthetics. Crown has been listed on the Inc. 5000 Fastest Growing Privately Held Companies List for seven years and has expanded its distribution to over 38 countries. For more information about Crown or its products, visit [www.crownlaboratories.com](http://www.crownlaboratories.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 "continue," "advance," "develop" and "expand," 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 meet the company's cash needs, fund further development, as well as uncertainties relative to the COVID-19 pandemic and economic development, 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.

Sonoma Pharmaceuticals™ and Microcyn® are trademarks or registered trademarks of Sonoma Pharmaceuticals, Inc. All other trademarks and service marks are the property of their respective owners.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20201210006070/en/>

***Media and Investor Contact:***

***Sonoma Pharmaceuticals, Inc.***

[ir@sonomapharma.com](mailto:ir@sonomapharma.com)

Source: Sonoma Pharmaceuticals, Inc.