

January 7, 2014



# Oculus Innovative Sciences Introduces Two New Microcyn(R) Advanced Wound Care Products for U.S. Prescription Wound Care Market

- **New three-ounce Microcyn® Skin & Wound Spray HydroGel delivers wound hydrogel to entire wound site via innovative spray application**
- **Microcyn Skin & Wound Care now available in convenient two-ounce bottle for both clinical and economical in-home patient use**

PETALUMA, Calif., Jan. 7, 2014 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (Nasdaq:OCLS), a global healthcare company that designs, manufactures and markets prescription and non-prescription products in 31 countries, today introduced two new products to its U.S. family of Microcyn®-based advanced wound care products.

An innovative advance in hypochlorous acid hydrogel technology, Microcyn® Wound & Skin Spray HydroGel is now available in a spray formulation, allowing it to be easily and conveniently sprayed directly onto the wound site. Available in a three-ounce spray bottle, this newest advance in hydrogel technology is reimbursable via HCPCS #A6248.

The second product is the proven and easy-to-use Microcyn® Wound & Skin Care with preservatives, which is now available for the first time in a multi-use two-ounce spray bottle. Used to cleanse, irrigate and aid in the debridement of a vast array of chronic and acute wounds, Microcyn® can be used prior to a variety of wound healing products and methods including products with silver, enzymatic debriders, growth factors, tissue-engineered products and dermal substitutes. The reduced bottle size allows it to be used both in the clinic, as well as economically dispensed or prescribed for patients' in-home use.

"I've integrated the original Microcyn advanced wound care products quite successfully into my practice for years," said Dr. Tom Wolvos, Arizona surgeon and author of the *Scottsdale Wound Management Guide*. "This latest advance, with a unique hydrogel formulation that can actually be sprayed on the wound, is truly innovative and welcomed. It allows the hydrogel to be easily and comprehensively applied to a wound site. And the economy-sized Microcyn solution is ideal for patients to use at home with far less impact on their healthcare budget."

Microcyn Technology is a powerful solution that provides an optimal wound healing environment. It does not contain antibiotics, and as a result, evidence to date indicates it does not promote antibiotic-resistance in bacteria. Helping reduce wound odor via the removal of necrotic tissue, Microcyn also assists in the physical removal of biofilm, a major deterrent in wound healing. Other offerings in the Microcyn family of products include an

irrigation solution and a negative-pressure wound therapy solution available in pharماسling® bottles.

These two newest Microcyn-based products are in stock and now available to healthcare professionals. For more information, pricing or ordering visit [www.oculusis.com](http://www.oculusis.com) or phone 1-800-759-9305.

## **About Oculus Innovative Sciences**

Oculus Innovative Science is a global healthcare company that designs, manufactures and markets prescription and non-prescription products in 31 countries. The company's products are used to treat patients in surgical/advanced wound management, dermatology, women's health and animal health; addressing the unmet medical needs of these markets—while raising the standard of patient care and lowering overall healthcare costs. The company's headquarters are in Petaluma, California, with manufacturing operations in the United States and Latin America. 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 Company's commercial and technology progress and future financial performance. These forward-looking statements are identified by the use of words such as "growth," "expansion" and "build," 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, and its ability 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 the annual report on Form 10-K for the year ended March 31, 2013. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements except as required by law.

Oculus 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.

## **Media and Investor Contact:**

*High-resolution product photos available.*

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