Ra Medical Systems Launches Pharos, Optimized Dermatology Excimer Laser

CARLSBAD, Calif.--(BUSINESS WIRE)-- Ra Medical Systems, Inc. (NYSE: RMED) today announced the launch of Pharos, Optimized, the next generation of Pharos excimer lasers, designed to enhance physician and patient experience with faster treatments for psoriasis, vitiligo, and atopic dermatitis; extended peak performance; and a new ergonomic handpiece for operator comfort and greater treatment site visibility.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20190726005028/en/

“Pharos has added significant value to my dermatology practice by quickly and painlessly treating stubborn conditions: psoriasis, vitiligo, and atopic dermatitis,” said David J. Goldberg, MD. “Faster treatments from the optimized Pharos laser will increase patient satisfaction and motivate patients to complete the full treatment regimen to achieve the best possible outcomes.” Dr. Goldberg is a widely-published, world-renowned dermatologic laser expert and is the director of Skin Laser & Surgery Specialists of New York and New Jersey.

Psoriasis, vitiligo, and atopic dermatitis collectively affect more than 25 million people in the United States. Pharos, Optimized brings together 15 years of proven clinical success treating these conditions with a user-centered design that reflects customer experience with millions of procedures in the U.S. and 14 countries worldwide.

“The Pharos excimer laser is a workhorse in my practice, treating chronic skin conditions that affect large patient populations. With Pharos, I achieve clinical success clearing plaques and re-pigmenting lesions that have not responded to other treatments,” said Tien Q. Nguyen, MD. “Ra Medical Systems provides excellent clinical and post-sales support with no recurring per treatment expense to my practice.” Dr. Nguyen is the director of First OC Dermatology in Irvine and Fountain Valley, CA.

Pharos is the only excimer laser to feature integrated adjustable aiming and laser beams to deliver precisely targeted treatments that spare healthy tissue. The laser’s small footprint enables it to fit into any treatment room, saving valuable floor space.

“The optimized Pharos is a next generation laser that delivers what dermatologists have been asking for: faster treatments for psoriasis, vitiligo, and atopic dermatitis and an upgraded user and patient experience,” said Dean Irwin, CEO, Ra Medical Systems, Inc.

Pharos, Optimized will make its debut at the 2019 American Academy of Dermatology Summer Meeting, which takes place from July 25-28, 2019 at the Hilton Midtown in New York, NY. Visit Ra Medical’s Booth No. 830 at the AAD or click to watch the video to learn more.

1 https://www.psoriasis.org/content/statistics
2 https://www.aad.org/File%20Library/Top%20navigation/About/Burden%20of%20Skin%20Disease/Vitiligo.pdf
3 https://nationaleczema.org/research/eczema-facts/
About Ra Medical Systems

Ra Medical Systems is a commercial medical device company developing and marketing innovative excimer laser systems for the treatment of vascular and dermatologic diseases. DABRA launched in 2017 for the endovascular treatment of blockages resulting from lower extremity vascular disease. Pharos launched in 2004 for the treatment of dermatological disorders including psoriasis, vitiligo, and atopic dermatitis. DABRA and Pharos are based on Ra Medical’s core excimer laser technology platform that produces 308 nanometer light, a UVB wavelength that studies have demonstrated increases T-cell apoptosis, or cell death, which may produce a beneficial, targeted immunosuppressive effect. Ra Medical manufactures DABRA and Pharos excimer lasers and catheters in a 32,000-square-foot facility located in Carlsbad, California. The vertically integrated facility is ISO 13485 certified and is licensed by the state of California to manufacture sterile, single-use catheters in controlled environments.

Cautionary Note Regarding Forward Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements generally relate to future events or Ra Medical's future financial or operating performance. In some cases, you can identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "target," "projects," "contemplates," "believes," "estimates," "predicts," "potential" or "continue" or the negative of these words or other similar terms or expressions that concern Ra Medical's future expectations, strategy, plans or intentions. Forward-looking statements in this press release include, but are not limited to, statements regarding the potential benefits to patients and physicians using the DABRA catheter and laser system. Ra Medical's expectations and beliefs regarding these matters may not materialize, and actual results in future periods are subject to risks and uncertainties that could cause actual results to differ materially from those projected or implied by such forward-looking statements. The potential risks and uncertainties which contribute to the uncertain nature of these statements include, among others, risks associated with acceptance of DABRA and Pharos and procedures performed using such devices by physicians, payors, and other third parties; development and acceptance of new products or product enhancements; clinical and statistical verification of the benefits achieved via the use of Ra Medical's products; the Company's ability to effectually manage inventory; Ra Medical's ability to recruit and retain management and key personnel; Ra Medical's need to comply with complex and evolving laws and regulations; intense and increasing competition and consolidation in Ra Medical's industry; the impact of rapid technological change; costs and adverse results in any ongoing or future legal proceedings; adverse outcome of regulatory inspections; and the other risks and uncertainties described in Ra Medical's news releases and filings with the Securities and Exchange Commission. Information on these and additional risks, uncertainties, and other information affecting Ra Medical's business and operating results is contained in Ra Medical's quarterly report on Form 10-Q for the quarter ended March 31, 2019 and in its other filings with the Securities and Exchange Commission. The forward-looking statements in this press release are based on information available to Ra Medical as of the date hereof, and Ra Medical disclaims any obligation to update any forward-looking statements, except as required by law.

Ra Medical investors and others should note that we announce material information to the public about the Company through a variety of means, including our website (www.ramed.com), our investor relations website (https://ir.ramed.com/), press releases, SEC filings, and public conference calls in order to achieve broad, non-exclusionary distribution of information to the public and to comply with our disclosure obligations under Regulation FD. We encourage our investors and others to monitor and review the information we make public in these locations as such information could be deemed to be material information. Please note that this list may be updated from time to time.

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