

The World's First

Botulinum Toxin Automatic Injector

PRESS RELEASE

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BT Talent™



Photo1. Talent BT™ Botulinum Toxin Automatic Injector

Geneva December 22nd 2010, Primequal has launched the **world's first automatic dosing system for botulinum toxin** named Talent BT™. Talent BT™ is an automatic single button pharmaceutical injection device developed to allow a **safer, faster** and **repeatable** dose delivery for unit based botulinum toxin injections. Talent BT™ is transforming the injection into something **much easier** and **more convenient** for both practitioners and patients.



David Weill, Primequal CEO has declared: "Talent BT™ allows Botulinum Toxin injections to enter into a new era of comfort and simplicity. Talent BT™ is upgrading Botulinum Toxin injection from a manual gearbox to an automatic gearbox and it is highly appreciated by both practitioners and patients. Primequal is committed to supporting practitioners in their daily work. Talent BT™ is a clear demonstration of Primequal's unique innovation potential and engineering skills. Talent BT™ is the result of hard work and strong partnerships with practitioners. Talent BT™ is simple and simplicity is the most difficult thing to reach in product design. Primequal has now taken the lead of Botulinum Toxin dosing devices with the Talent BT™ initiative. **At Primequal, we wish all of our talented customers a great deal of success and a lot of pleasure with our clever Talent BT™ injection partner.**"

Pierre-Yves Chassot, Primequal R&D Director has declared: "Talent BT™ is the successful conclusion of 3 years of research and trials with universities, key Opinion Leaders, practitioners and patients. More than 100 prototypes were made and around 450 practitioners were involved to reach this high and unique level of efficiency. The **Primequal R&D team is proud to have designed a tool that reaches such a high level of convenience for the practitioner.**"

Sacha Nikolic, Primequal Head of Sales has declared: "Talent BT™ allows practitioners to free their minds by replacing a visual control of the dose with a click sound. This will allow them to concentrate on their injecting skills and provide a higher level of treatment to their patients. Patients are also grateful that we have reduced the duration of a treatment. **It is a real pleasure to promote a device with such added value for both practitioner and patient.**"



Photo2. Talent BT™ Botulinum Toxin Automatic Injector



Intended Use

Talent BTTM is an automatic, single button, single patient, pharmaceutical injection device developed to allow a safer, faster and repeatable dose delivery for botulinum toxin injections.



Primequal proprietary 1 click 1 doseTM technology.

Safer

Talent BTTM innovative patented technology makes it possible to control the precision and repeatability of the dose simply and comfortably. Talent BTTM increases the success rate by **removing the risks** common to unit dosage and dosage symmetry.

Faster

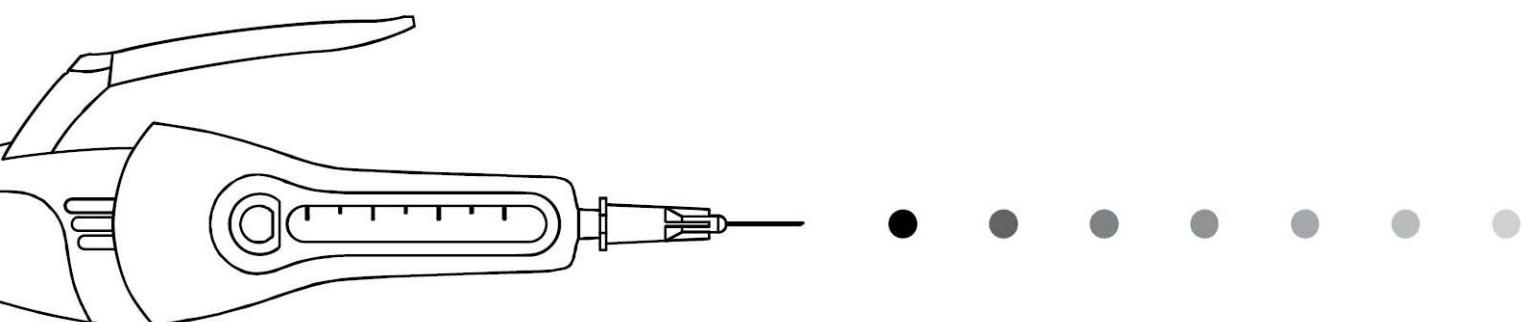
Talent BTTM automatic single button operation allows a faster treatment. Needle-based treatments are not comfortable for the patient and at Primequal we think it is important to be able to **reduce the overall time of treatment** for patient comfort.

Higher treatment performances

Dose precision concerns are ensured by the Talent BTTM patented system allowing the practitioner to concentrate fully on the treatment and to perform his injection skills as never before.

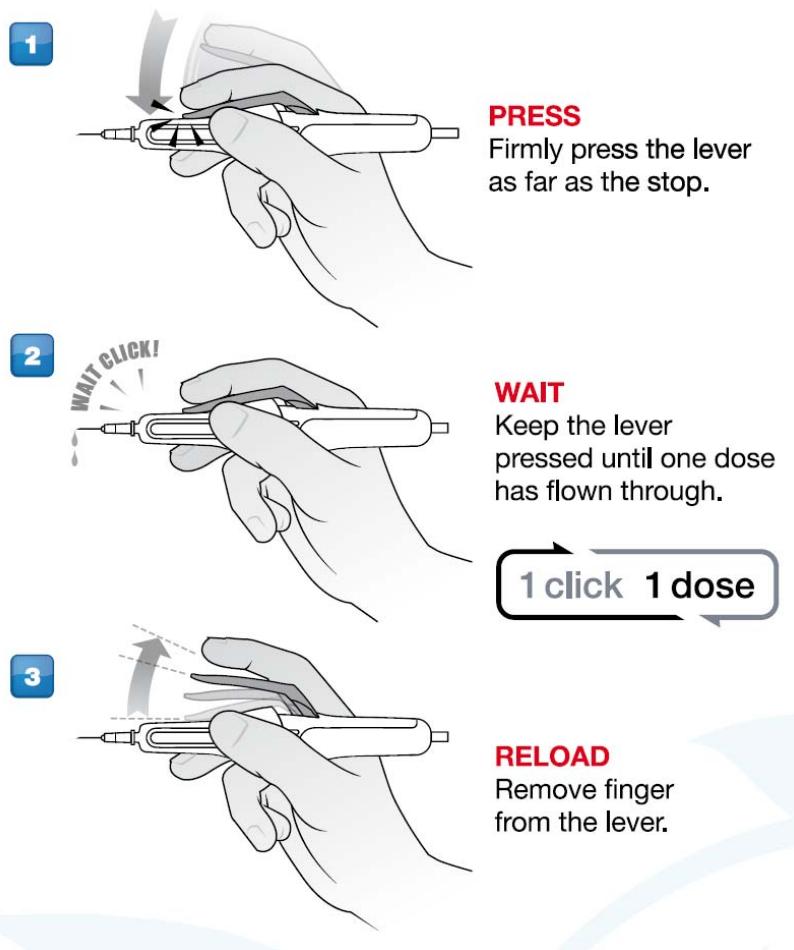
All Toxins, All Dilutions

Talent BTTM can be used with all botulinum toxins available and with any type of dilution. Talent BTTM is similar to a 0.5 ml standard syringe and therefore does not change the practitioner's usual method.



Automatic dose per dose precision.

The **AutomInject™** patented technology allows the Talent BT™ to deliver a precise dose each time you press on the lever. It has a fully automatic dose per dose delivery from the first to the last dose. **AutomInject™** produces a « click » sound after every dose, allowing the practitioner to effectively monitor the correct dosage: 1 click = 1 dose. The treatment is thus greatly simplified to a click based procedure.



Press and Wait

To take full advantage of the **AutomInject™** patented system, (1) firmly press the lever all the way down. (2) Keep the lever pressed and wait while the dose is automatically released. (3) Release the lever after hearing a click. 1 Click = 1 Dose = 0.01 ml = 10 µl.

No training required

AutomInject™ allows practitioners to perform right from day one an injection without any training, saving time and money and providing increased comfort to themselves and their patients.



Practitioner Satisfaction

Talent BT™ is a wrist-manipulated device that has been especially designed to reduce arm weariness. Talent BT™ is intended to **increase comfort** and possibilities of use while greatly **reducing known risks of dosage**. Talent BT™ is the most advanced and safest technology for botulinum toxin injections.

Patient Satisfaction

Talent BT™ is based on the latest technology used in the pharmaceutical industry to provide a safer and faster injection. While increasing the quality and the regularity of the treatment, it also **reduces the injection time and pain** which is most welcome for patient comfort.

Proven concept and design

Talent BT™ is based on the multi award winning Preciquant™ technology. Preciquant™ technology is used to provide painless injection to children, metered dosing for specific injections and pharmaceutical drug delivery.

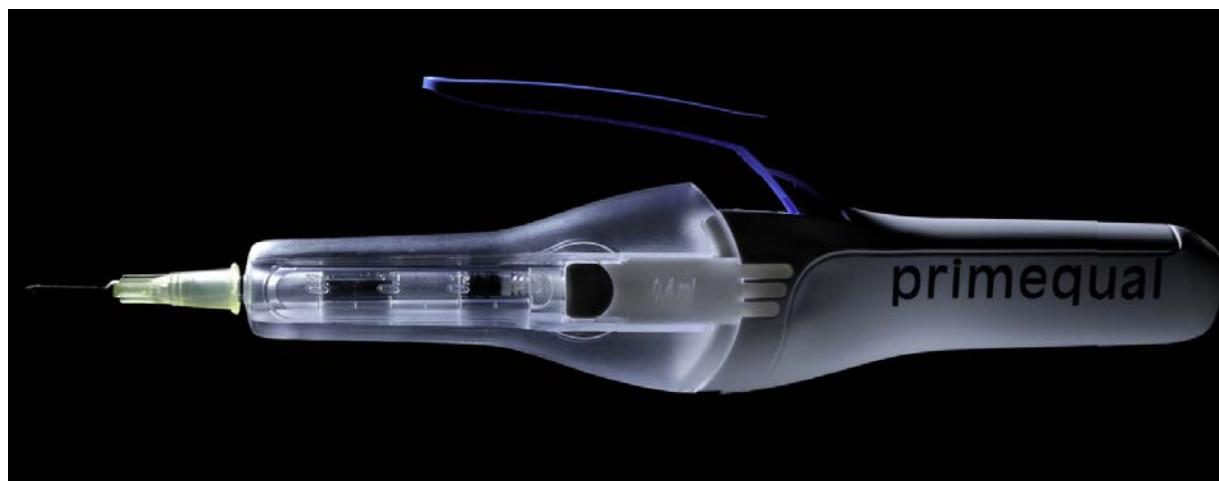


Photo3. Talent BT™ Botulinum Toxin Automatic Injector - Deepsea photo series.

Disclaimer

Talent BT™ is a single use and disposable automatic syringe for botulinum toxin injections. Device is filled in front of the patient, just before it is applied. It is identical to a standard syringe pumping out from a vial.

Standard and regulatory references: Council Directive 93/42/EEC for CE mark, FDA QSR 21 part 820, ISO 13485 and ISO 14971. The manufacturers reserve the right to modify the product without prior notice. AutomInject™, 1 click 1 dose™ and Talent BT™ are Trademarks of Primequal SA, all rights reserved.



About Primequal

« Primequal is the perfect fusion between what engineering can do best and the essentials of professional needs. »

Primequal Team

History

Primequal was created in 2005 by two highly specialized engineers, one from the Swiss Medical / Dental field, the other from the Swiss Luxury Watch Industry. What they had in common was their extraordinary innovative capacity and their unequalled capacity to understand practitioner needs and human biology. They combined their skills to devise high quality reliable Pharmaceutical and Medical products to provide a **shorten treatment duration while increasing treatment reliability**. Primequal's proprietary technology is now available for pharmaceutical, medical, dental, aesthetic dermatology, veterinary, cosmetic and industrial applications.

Commitment

Primequal is committed to provide the Medical and Dental community with highly innovative products manufactured in accordance with the **Swiss quality tradition**. Primequal is based on a solid team of Experts in the medical field. Primequal works with Opinion Leaders and Universities worldwide to provide highly efficient products and the best answer to practitioners' daily needs. All Primequal products are 100% Swiss Engineered, 100% Swiss Made and 100% Swiss Quality.

Award Winning Team and Products

The Primequal team and Primequal Products are regularly named in Swiss and international newspapers. Primequal has obtained the highly coveted CTI Certification from the Swiss Government, testimonial of its high innovation and its high market potential. The Preciquant™ has obtained the International « Reddot Design Award » and ADF « Innovation of the Year » tribute to the high quality standards of our products. The Primequal team has been awarded « Venture Leader 2008 » by members of the Ernst & Young « Entrepreneurs of the Year » committee.

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