

# MediNiche

is a healthcare products company that develops and markets professionally recommended nutraceutical, cosmeceutical, and OTC drug products.

MediNiche implements a unique product development process. Company personnel, physician advisors and industry consultants are used to develop niche products helpful in the total care program of specific patient types. All MediNiche product candidates are supported by science-based formulations and manufactured with the highest quality ingredients.

## PRODUCTS:

### DENTAPLEX®

*The first vitamin mineral supplement for healthy teeth and gums*

Introduced by CollaGenex Pharmaceuticals in June, 2001 and acquired by MediNiche in January, 2003, DENTAPLEX is the first nutritional supplement specifically designed to help promote healthy teeth and gums.

DENTAPLEX is formulated to provide dental specific micronutrients. The formula is built around a "C complex" of Calcium, vitamin C, and Carotenoids. The C-complex group has been the most closely associated to providing benefits for healthy teeth and gums. Other formula ingredients include vitamins A, D, E, high potency B complex vitamins and the minerals magnesium, zinc, molybdenum, vanadium and copper.

DENTAPLEX is recommended by dental professionals for adjunctive use in the care of periodontal, pre-/post-operative, and orthodontic patients. Periodontists, general dentists and hygienists across the country are quickly adopting DENTAPLEX as part of standard homecare to help keep gums healthy.



### ORTHO•TABS®

*The first vitamin mineral supplement for orthopedic patients*

Introduced by MediNiche in 1997, ORTHO•TABS, vitamin mineral supplement for orthopedic patients, are recommended by orthopedic surgeons to patients as part of a total care program for bone health.

ORTHO•TABS contain key bone strengthening components such as calcium with vitamins D and K, magnesium, manganese, and zinc, and hematopoietic (blood building) components folic acid, vitamin B12, copper and vitamin C. Each tablet is coated with Opti-Sol™; a safe water based tablet coating system. The Opti-Sol system allows the tablet to dissolve rapidly in the body, making nutrients, especially calcium, more available for absorption. Some products containing calcium do not dissolve well and therefore may pass through the body without being absorbed.

ORTHO•TABS is specifically designed for patients who may be at risk of nutritional deficiencies as the result of poor diet associated with surgery, rehabilitation, trauma, injury, disease or age. Those that can benefit from ORTHO•TABS use include pre-/post-surgical patients, osteoporosis prone patients, peri- and post-menopausal women on biphosphonate therapy or HRT, young women 13 – 35 years and athletes.





## PRODUCTS:

### VIVA-DROPS® *Serious Therapy for Dry Eyes*

"Dry Eyes" is a very common eye problem that affects 25 to 30 million people in the United States. Those over the age of 40, especially women, are more likely to suffer with the disorder. It is the primary reason for a patient's inability to wear contact lenses comfortably. Medication and environmental factors are major causes of Dry Eyes and irritation. The ingredients in VIVA-DROPS® provide an economical, non-surgical means to effectively treat the discomfort associated with Dry Eyes and irritation.



### OCUDERMA® *The most complete eye treatment cosmeceutical*

Introduced in 1996, OCUDERMA, ocular skin therapy, was developed by an ophthalmologist and optometrist for the delicate skin around the eyes. It is recommended by eyecare professionals (optometrists, ophthalmologists, and opticians), dermatologists, and plastic surgeons to help minimize the appearance of fine lines, puffiness, dark shadows and circles, while at the same time, moisturizing and protecting the skin. Note: OCUDERMA is not for use in the eye.



Formulated with mild alpha hydroxy, vitamins and herbal extracts, OCUDERMA is the "most complete" cosmeceutical (skin care) product for the skin around the eyes. The non-oily OCUDERMA formulation disperses quickly if it comes in contact with the ocular surface or contact lenses and will not cause cloudiness.

OCUDERMA is manufactured with pharmaceutical grade ingredients utilizing the strictest manufacturing standards. It is the perfect choice for patients who want to keep the skin around the eyes looking younger and feeling better.

### UROVITE® *The supplement of choice for prostate health*

UROVITE was developed by MediNiche in conjunction with urologist and primary care doctors for use with patients that wish to help maintain a healthy prostate.

UROVITE is formulated with a complex of plant compounds, referred to as PhytoPlex™ that provides the standardized extracts of Saw Palmetto, Nettle, Pygeum, and Ginkgo biloba, along with pumpkin seed powder and phytosterols. PhytoPlex components have been documented to be important for the healthy function of the prostate gland and urinary tract.

UROVITE also contains vitamin E, selenium, lycopene, zinc, vitamin B6 and key amino acids that also have been reported to play an important role in maintaining proper prostate function.

UROVITE is a good choice for men prone to or at risk of reduced prostatic tissue levels of key nutrients, free radical formation; oxidative "stress", impaired prostate physiological function, susceptibilities to irregular urine flow patterns, decreased prostate protection, or abnormal prostate growth.



### VASOVITE® *The first dietary supplement for a healthy ocular vasculature*

Introduced in 2002, VASOVITE is recommended by eyecare professionals to patients that wish to help maintain healthy ocular blood flow. The formulation contains magnesium (nature's calcium channel blocker), folic acid, B complex, antioxidants and bioflavonoids; a synergistic and comprehensive combination of vitamins, minerals, enzymes, herbs, and other nutrients, carefully formulated and specifically designed to support the healthy structure and function of the vascular system.

VASOVITE may be especially helpful for patients prone to or at risk of optic nerve damage as the result of poor blood flow, borderline pressures or lack of natural neuroprotection...a good consideration for patients where drug therapy is not yet indicated or to supplement existing patients on drug therapy.



### TRANSITIA®

TRANSITIA was developed in conjunction with gynecologists as a non-drug alternative to help ease the transition of hormonal changes during menopause. It is recommended for use with pre-, peri-, and postmenopausal women.

TRANSITIA provides three (3) key non-prescription ingredients to help smooth the uncomfortable physiological changes (hot flashes, night sweats, mood swings, etc.) of menopause and help protect bones and cardiovascular systems that can be negatively impacted following menopause. Formulated with Soy Isoflavones, Black Cohosh and Flavonoid, all ingredients are natural and evaluated in clinical trials.



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