

# MATRIXx INITIATIVES, INC.

## *Milestones in Product Innovation*

**2005** Matrixx Initiatives, Inc., introduces...

- ✓ Nasal Comfort™, a unique preservative-free, sterile, hypertonic aqueous solution designed to improve the critical functions of the nasal cavity and its role in the respiratory process. The product features a pharmaceutical grade dispenser, employing a patented one-way, micro-filtration pump.
- ✓ Zicam® Cold & Flu™ and Zicam Flu™ relief products, the first over-the-counter medicine featuring the most powerful Smart formulas that provide “medicine your way”
- ✓ Zicam® Cough Mist MAX™, first maximum-strength over-the-counter spray treatment indicated for safe and effective relief of coughs associated with the common cold

**2004** Matrixx Initiatives, Inc., introduces Zicam® Concentrated Cough Mist™ oral cough suppressant spray, the first over-the-counter spray treatment indicated for safe and effective relief of coughs associated with the common cold.

**2003** A study conducted by The Cleveland Clinic is published in the January issue of *QJM: An International Journal of Medicine*. The data confirm the efficacy of Zicam® Cold Remedy intranasal gel in reducing the severity and duration of common cold symptoms when treatment is started as late as the second day of illness.

Matrixx Initiatives, Inc. introduces...

- ✓ Zicam® Cold Remedy Oral Mist™
- ✓ Zicam® Cold Remedy Chewables™
- ✓ Zicam® Cold Remedy RapidMelts™

**2002** Matrixx Initiatives, Inc. revamps package design and introduces five new products:

- ✓ Zicam® Cold Remedy Swabs™
- ✓ Zicam® Cold Remedy Swabs™ Kids Size
- ✓ Zicam® Sinus Relief
- ✓ Zicam® Nasal Moisturizer
- ✓ Zicam® Extreme Congestion Relief.

Gel Tech, LLC receives its second patent that protects the Zicam® Cold Remedy product formula and delivery system until 2018.

**2000** Study data published in the October issue of *ENT – Ear, Nose and Throat Journal*, show that Zicam® Cold Remedy intranasal gel significantly reduces the duration and severity of the common cold by up to 75% faster when taken within 24-hours of the onset of symptoms.

Gel Tech, LLC receives its first patent in June. The method to be covered by the patent serves as the basis for Zicam® Cold Remedy.

**1999** Gel Tech, LLC introduces Zicam® Cold Remedy and Zicam® Allergy Relief.