

SANSROSA

SansRosa is a start-up company developing novel dermatological products. Its core technology platform focuses on the topical administration of therapeutic agents to treat inflammatory and circulatory skin conditions while minimizing systemic exposure. Sans Rosa's first product is a novel treatment for rosacea that will represent a breakthrough as the first effective therapy for this common, disfiguring condition.

Rosacea is a chronic and potentially life disruptive condition. In the U.S., approximately 14 million people suffer from rosacea. In its early stages it is characterized by flushing and redness (erythema) on the nose, cheeks, chin and forehead. Rosacea becomes more disfiguring overtime with swelling and acne-like lesions. There currently is no therapeutic product to address the erythema associated with rosacea.

SansRosa's first product is designed to address this unmet need by effectively treating the erythema. It is a new form of a compound previously approved for an unrelated disease. The product, designated SR101, when applied topically to skin affected by rosacea produces a local effect eliminating the redness and restoring normal skin color. SR101 will be a topical, once-a-day, rapid onset product that will minimize the possibility of side effects from systemic administration. The therapeutic potential of this compound has been documented in an initial pilot study initiated by an investigator at the Mayo Clinic.

The development of SR101 is also expected to validate the use of the SansRosa technology platform to treat other skin conditions that produce redness or irritation. SansRosa will use BioAdvance Greenhouse funding to formulate SR110, advance it through preclinical development, file an IND and conduct a Phase I proof-of-concept safety study.

Management

James A. Mezick, Ph.D., Chief Scientific Officer, has 30 years of operational and senior management dermatology drug discovery and drug development experience at Johnson & Johnson, where he was responsible for the discovery and development of numerous products. An author of more than 200 scientific publications and presentations, holder of 11 patents and the recipient of many awards, Dr. Mezick holds a B.S. from Scranton University and a Ph.D. from Ohio State University.

James Fay, CEO, has 25 years experience in pharmaceutical marketing, management and business development. Mr. Fay spent much of his career at Johnson & Johnson, most recently as executive director of global strategic marketing. Previously, he held positions of increasing responsibility in sales, marketing and strategic analysis, including 12 years in dermatology. Mr. Fay holds a B.A. from Assumption College and an MBA from Widener University.

Hal Broderson, M.D., Medical Director, has over 16 years experience in growing medical technology companies. As a venture capitalist at Rock Hill Ventures and Hillman Medical Ventures, he served as CEO for six biomedical portfolio companies and has extensive experience in clinical and business development. Dr. Broderson holds a B.A. from Indiana University, an M.D. with high distinction from the University of Kentucky College of Medicine and an MBA from The Wharton School.

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