



## **Gel Featuring Hyaluronic Acid Offers Long-Lasting Hydration to Women With Vaginal Dryness**

*FIDIA PHARMA USA INC. Introduces New Product Packaging for HYALO GYN® Featuring a Fresh, Feminine Look*

**PARSIPPANY, N.J., Dec. 7, 2016** – Many women suffer silently from the bothersome symptoms associated with vaginal dryness. Vaginal dryness can have many origins, including childbirth, breast-feeding, menopause, chemotherapy, oral contraceptive use and stress.<sup>1</sup> Vaginal hydrating gels, such as HYALO GYN®, that feature hyaluronic acid, may provide lasting hydration and relief after one application, unlike many other lubricants and moisturizers on the market today.<sup>2</sup>

HYALO GYN® is a product from Fidia Farmaceutici S.p.A., a world leader in the research, development and manufacturing of hyaluronic acid (HA)-based products, and its wholly owned subsidiary, FIDIA PHARMA USA INC, and was developed specifically for women whose vaginal lining is not sufficiently hydrated. The company recently introduced newly redesigned packaging for the innovative vaginal hydrating gel. The new product packaging gives HYALO GYN® a dynamic and fresh, feminine look to help make it more appealing to those who may be suffering from vaginal dryness.

“Women trust that HYALO GYN® can provide long-lasting hydration in a non-hormonal vaginal hydrating gel without a messy buildup or unpleasant odor.” said Aldo Donati, president, FIDIA PHARMA USA INC. “Keeping its same formulation, HYALO GYN® now features new packaging that we believe is more attractive and better aligns with the comfort, hydration and relief that HYALO GYN® provides to women.”

HYALO GYN® is a hormone-free, clear, odorless gel that supplements the body’s natural hydrating function. In a clinical trial among women who used HYALO GYN® for 30 days, nearly 80 percent reported feeling no messy sensation, and 100 percent of women reported reduction in unpleasant vaginal odor.<sup>2</sup> It acts as a moisturizer and lubricant because of the strong hydrating properties of its hyaluronic acid derivative component, Hydeal-D®.

The carbomer and propylene glycol, combined with the hyaluronic acid derivative, enable HYALO GYN® to achieve its thick, viscous gel form, and the unique mucoadhesive properties of the product allow it to adhere to the vaginal mucosa, enhancing the residence time, thus hydrating and protecting this tissue.<sup>3</sup>

HYALO GYN® can be ordered online in the U.S. For product information or to order, please call 1-855-844-0664 or visit [www.hyalogyn.com](http://www.hyalogyn.com).

### **About FIDIA PHARMA USA INC.**

FIDIA PHARMA USA INC. is a wholly-owned subsidiary of Italian pharmaceutical manufacturer Fidia Farmaceutici S.p.A., an established leader in the hyaluronic acid market segment. FIDIA PHARMA USA INC. is focused on expanding Fidia’s position in the U.S. and Canadian market, while upholding the company’s mission to provide consumers with innovative products that offer quality, safety and performance. FIDIA PHARMA USA INC. is headquartered in Parsippany, NJ. For more information, please visit [www.fidiapharma.us](http://www.fidiapharma.us).

**About Fidia Farmaceutici S.p.A.**

Fidia Farmaceutici S.p.A. is an Italian pharmaceutical company founded in 1946. It is a leader in research and marketing hyaluronic acid-based products, with several applications in the biomedical field, such as rheumatology, orthopaedics, surgery, wound care, tissue repair and dermo-aesthetics. Fidia Farmaceutici is part of the P&R Holding group. The company is located in Italy, with R&D facilities in Abano Terme (Padua) and Noto (Sicily). Fidia has more than 700 employees, and its revenue exceeds €250 million euros. Fidia Farmaceutici S.p.A.'s products are marketed in more than 100 countries, through wholly owned subsidiaries and a comprehensive network of international partnerships and distributors. Thanks to its investment in research, it has created a legacy of products with more than 600 patents to its name. For more information, please visit [www.fidiapharma.com](http://www.fidiapharma.com).

**For more information, contact:**

FIDIA PHARMA USA INC.

Morris Corporate Center 1

Building C, 1st floor

300 Interpace Parkway

Parsippany, NJ 07054

1-973-507-5120

[ckong@fidiapharma.us](mailto:ckong@fidiapharma.us)

**Indication**

HYALO GYN<sup>®</sup> is a personal lubricant, for penile and/or vaginal application, intended to moisturize and lubricate, to enhance the ease and comfort of intimate sexual activity and supplement the body's natural lubrication.

This product is compatible with condoms: lubricated/non-lubricated latex, lubricated polyurethane, lubricated natural skin.

<sup>1</sup> Mayo Clinic Staff. Symptoms, vaginal dryness. <http://www.mayoclinic.org/symptoms/vaginal-dryness/basics/causes/sym-20151520>. 01 December 2015. Accessed 11 November 2016.

<sup>2</sup> Tempera, G. Evaluation of the tolerability and efficacy of Hyalgel Vaginal Gel for the treatment of vaginal dryness and irritation, 1998, data on file at Fidia Farmaceutici S.p.A.

<sup>3</sup> Data on file at Fidia Farmaceutici S.p.A.

###