



*"The natural choice for
treating skin problems"*

Relieva Exceeds Expectations in Recent Clinical Trial for Eczema (Atopic Dermatitis)

"Relieva® (www.relieva.net) exceeded our expectations in our most recent clinical trial for eczema, also called Atopic Dermatitis," said Dr. D.J. Weiland, President and CEO of Apollo Pharmaceutical Inc. "We are a research based dermatology company specializing in widespread diseases including psoriasis and eczema, where existing treatments fail to meet the needs of patients."

Clearwater, FL (PRWEB) September 21, 2007 -- "Eczema is a cruel disease that is often mistaken as just a rash but can have a profound impact on patients' quality-of-life and emotional well-being, particularly in children. It not only afflicts the patients, their friends and family are also affected by the emotional impact."

Eczema affects approximately 17 percent of the U.S. population and is often a distressing condition characterized by itchy, scaly, dry, inflamed skin. It is estimated that 90 percent of eczema patients experience symptoms before the age of 5. Many patients, especially children, experience a significant emotional impact, feeling 'different' and/or left out. Feelings of social isolation and lack of sleep due to night-time itching demonstrate how eczema impacts a patient's daily life.

A global study comprised of interviews with 2,002 patients over the age of 13, and the caregivers of children between the ages of 2-13, from eight countries with moderate to severe eczema showed that on average, 86 percent of patients avoid at least one type of everyday activity during a flare-up. In addition, 74 percent of patients and caregivers state that their physicians never discussed the emotional impact that eczema has had on their lives. (www.nationaleczema.org)

Apollo Pharmaceuticals has conducted research to characterize the Pharmacological profile of Relieva®, a topical preparation containing Psorberine in Novasome®, a proprietary liposome formulation. The in vitro studies to specifically determine the immunoregulatory effects of Psorberine, a natural product, show that: it is a potent anti-inflammatory compound.

Clinical Trial

Because the clear anti-inflammatory profile of psorberine suggests that it might also be effective in atopic dermatitis, we decided to determine the efficacy and tolerability of Relieva® in adult patients with Atopic Dermatitis (eczema) and an open label study was conducted in the USA. Forty two patients were enrolled in the 12 week trial carried out by Global Clinicals Inc. Efficacy and safety was assessed using EASI scores and a Subject Reported

Evaluation of Treatment

Study results showed significant improvements with respect to EASI scores by comparison to subject's baseline scores. In addition, subjects responding to a post treatment evaluation questionnaire indicated a substantial benefit when rating effectiveness, itching and appearance as a result of using the study preparation.

About Apollo and Relieva®

"Relieva® has exceeded our expectations in treating eczema because it was originally formulated to treat psoriasis but the new result for treating eczema and Atopic Dermatitis are amazing. These recent clinical trial and laboratory studies have been a pleasant surprise." -- D.J. Weiland

Apollo, recognizing the need for improved dermatological treatments, has taken a natural plant source and, through rigorous scientific development, produced Relieva®, our first new medication for the effective treatment of plaque psoriasis. Relieva® has shown its efficacy and excellent tolerability a 200 patient Double Blinded Placebo Controlled Study recently published in the American Journal of Therapeutics (13, 121-126, 2006)

"This trial is part of our extensive research program of laboratory studies, clinical trials and product research to develop a matrix of new products and treatments in dermatology for psoriasis, eczema and other dry conditions."

Apollo Pharmaceutical Inc. (www.apollorx.net) is an exciting new healthcare company with remarkable combination of talented people and advanced technologies. Our goal is to bring to market, uniquely effective, yet safe dermatology products.