

NovaBay's new deal brings Avenova to patients in NZ

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Singapore: NovaBay Pharmaceuticals announced collaboration with Ophthalmic Instrument Company to market NovaBay's breakthrough prescription daily eyelid and lash hygiene product, Avenova, in New Zealand.

Ophthalmic Instrument Company (OIC) is the leading supplier of diagnostic and surgical products to the ophthalmology and optometry sectors in New Zealand.

Avenova is the only lid & lash product containing Neutrox. Neutrox is NovaBay's proprietary pure hypochlorous acid without any sodium hypochlorite impurities. Hypochlorous acid is naturally produced by white blood cells to fight microbial invaders.

Lab tests show that NovaBay's proprietary formulation of hypochlorous acid is effective in solution both at killing microbes and at neutralizing the bacterial enzymes and toxins that contribute to common eye conditions like blepharitis, meibomian gland dysfunction and associated dry eye.

Mr Ron Najafi, PhD, president and CEO of NovaBay, said, "This new agreement is part of our strategy to make Avenova available around the world. We are already in China, Southeast Asia and the Middle East. Now, patients in New Zealand will be able to get the benefits of this important product."