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Fuisz Announces a New Lozenge Product to Enhance E-cigarette Tobacco Satisfaction As Well As THC Delivery From Medical Marijuana



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MIAMI, Jan. 8, 2013 /PRNewswire/ -- Fuisz LLC today announced that it will launch a new oral pre-product in the form of a lozenge in early 2013 designed to enhance tobacco satisfaction from electronic cigarettes, as well as to enhance THC absorption from medical marijuana. The product is protected by a patent pending.

Joseph Fuisz, Managing Member of Fuisz, commented, "The extraordinary growth in electronic cigarette consumption at the expense of conventional cigarettes is perceived as large net positive for public health. However, the e-cigarette industry is still struggling to enhance tobacco satisfaction from what is essentially a buccal delivery product. That means that nicotine absorption is occurring across the oral mucosa in the mouth as opposed to the lung. As a result, the nicotine levels delivered by an e-cigarette are much lower (Cmax) and slower to build (Tmax) than the nicotine levels delivered by a traditional cigarette. Our new oral dosage unit contains a number of agents designed to enhance the speed and level of tobacco satisfaction from the electronic cigarette. Best of all, the product works dramatically."

Mr. Joseph Fuisz continued: "Our lozenge product itself contains no tobacco, nicotine or other active drug ingredient. We intend to market our product under our own trade name -- to be announced -- through conventional retail channels."

Dr. Richard Fuisz (http://en.wikipedia.org/wiki/Richard_Fuisz), Fuisz founder, remarked: "We have invented and developed an oral pre-product which is easy and pleasant to use, and enhances delivery for medical marijuana users who vaporize their material. The user simply uses the pre-product while vaporizing the medical marijuana. Consistent with the macro trend in pharmaceutical drug delivery toward more effective smaller dosing, this advance allows for lower dosing with the same medicinal effect from a lesser amount of vaporized THC. The growth of medical marijuana, and in particular the growth of vaporization of medical marijuana has been recognized by global authorities including Health Canada to result in a smaller toxicant profile than the conventional smoking of marijuana, and hence the need to maximize its efficiency."

Fuisz LLC is a private technology company originated by the Fuiszes. The Fuiszes have made substantial contributions in drug delivery including orally dissolving tablets and novel particle coating systems at Fuisz Technologies; inventing and developing thin film drug delivery technologies at Kosmos Pharma and MonoSol Rx, as well as independently developing extruded sheet technology and diagnostic applications. Fuisz has extensive experience working with big and specialty pharma, as well as large consumer products companies. Fuisz has its headquarters in Miami. www.fuisz.com

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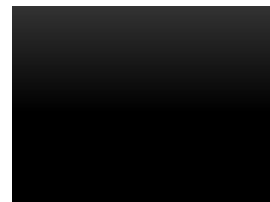
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