

"Investment In Innovation (In³)" EAST

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A Preview of Early-Stage
Medical Technology Companies™

Renatus to showcase world's first *needle-free* option to dental anesthesia via injection, at In³ Boston

by Ronald C. Trahan

RENATUS (a Latin name meaning 'new beginning') is developing a drug/device combination, the world's first intranasal dental anesthetic—**KOVACAINE MIST™**, a needle-free system that will deliver anesthesia by means of a nasal spray. Kovacaine Mist anesthetizes the teeth of the upper dental arch for all standard dental procedures, including fillings, crowns, bridges and root canals. The active ingredient in Kovacaine Mist is a well-established drug that has been safely used by



Cliff Buchholz,
President & CEO,
Renatus LLC,
Ft. Collins, Colorado

ENT (Ear, Nose and Throat) doctors for decades to anesthetize patients for procedures inside the nasal cavity. For competitive reasons, the active ingredient in Kovacaine Mist is not being disclosed at this time. Renatus estimates that 150,000 U.S. dentists could administer about 105 million doses of Kovacaine Mist per year for the upper teeth and gums. At a price per dose of just \$20, the U.S. annual market revenue potential for Kovacaine Mist nasal spray dental anesthesia is about \$2.1 billion. Most new dental products expect market penetration of between 5 and 20 percent. Renatus expects to exceed those levels because Kovacaine Mist should be popular with patients. Indeed, the 2004 Dental Industry Review by The Anaheim Group estimates that millions of

people in the U.S. avoid going to the dentist because of their fear of pain. Assuming Kovacaine Mist realizes a 10 percent market penetration at a price of \$20 per dose, Kovacaine Mist could generate about \$210 million in annual revenue in the U.S. Conservatively, the U.S. market is about 40 percent of the world market. On November 6, 2000, the President signed into law the Needlestick Safety and Prevention Act (the 'Needlestick Act'), which became effective on April 18, 2001. In essence, the Needlestick Act requires the use of needle-free technology whenever possible, and applies to all occupational exposure to blood or other potentially infectious materials. The Needlestick Act mandates that "engineering controls" be used whenever possible to eliminate employee exposure to such substances, and defines "engineering controls" to include needleless systems. This means that dentists are encouraged to use needle-free technology if it is available. Until Kovacaine Mist, a needle-free alternative to delivering dental anesthesia to the upper teeth has not been available. Kovacaine Mist for anesthetizing the upper teeth without needle injections is based on delivering anesthetic to nerve paths in the nasal cavity. The nerves of the upper teeth are, essentially, like branches of a tree that extend through the nasal cavity down into the teeth. Under existing methods, these nerve paths are anesthetized by inserting a needle into tissue in the appropriate location of the mouth and injecting an anesthetic such as lidocaine or articaine. While Kovacaine Mist delivers anesthetic to complementary nerve paths, access to the nerves is through absorption of an anesthetic mist sprayed into the nose. The mist affects the base or trunk of the nerve pathways, thereby deadening the branches that transmit nerve impulses from most of the upper teeth. Renatus believes that this is the most effective anesthetic for this purpose. Although the current form of anesthetic provided by ENTs has been safe and effective, Kovacaine Mist will be an improved formulation. "We were so pleased by the quality of the investor attention we received at Medtech Insight's Device Summit in San Francisco in June that we knew we *had* to present our story to additional corporate and other investors at the In³ conference in Boston this fall."

What leading investors are saying about Medtech Insight's In³ events:



"No one delivers a better medtech-focused investor meeting than Medtech Insight. Not only are the presenting companies themselves a star attraction, but also the networking opportunities are numerous and substantive."

Christopher J. Velis
Chairman and CEO
Medical Capital Advisors



"I expect Medtech Insight's In3 meetings to present me with ample opportunities to see good companies up close, within a well-structured program, so that I can readily determine which companies meet the test of our investment objectives—and I am never disappointed."

Michael D. Kaswan
Managing Director
KBL Healthcare Ventures



"Certainly, there are lots of investor conferences out there. But if I want to pick only two or three or so to attend each year, the reason that I choose Medtech Insight's meetings is because I know I will receive great value for the investment of my limited time."

Anthony J. Natale, M.D.
Venture Partner
MDS Capital

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Medtech Insight's In³ conferences have drawn a total of more than 6,100 senior execs from the investment community and major medtech companies, and have featured more than 700 innovative early-stage presenting companies. In³ Boston will, once again, feature a new group of over 50 early-stage medical technology companies seeking partnering and/or investment.

To register for this conference, please call 949-219-0150 or 888-290-2225 (toll-free in the U.S.), send an email to in3@medtechinsight.com, or register online at www.medtechinsight.com.