

# NEWS RELEASE



## IMMEDIATE RELEASE

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## **Novalar Product Donation Supports Pediatric Care at 22 NCOHF Affiliate Locations**

(Charlotte, NC— November 30, 2010) Novalar Pharmaceuticals, Inc., a specialty pharmaceutical company focused in dental, donated over \$100,000 worth of OraVerse® product to National Children's Oral Health Foundation: America's Toothfairy® (NCOHF) to support comprehensive Affiliate pediatric oral health services.

The NCOHF Affiliate network is a consortium of more than 60 of America's finest not-for-profit oral health programs providing quality, comprehensive dental services to underserved children in their communities. In just 5 years, the NCOHF Affiliate network has reached more than 1 million children with life-changing oral health care.

22 NCOHF Affiliates benefited from the Novalar donation of OraVerse, a product that reverses lingering soft tissue anesthesia after routine procedures where a local anesthetic with a vasoconstrictor was used.

"Novalar is extremely proud to be able to support NCOHF in its efforts to expand quality dental care to children by way of this donation of OraVerse product," said Donna Janson, President and CEO of Novalar. "Children may have an increased risk of chewing their lips and tongue while numb, so the addition of OraVerse may have a significant post-procedural benefit for this patient population.

"NCOHF is always eager to partner with caring corporations like Novalar that share our dedication to the health and wellbeing of America's most underserved children," said Fern Ingber, MEd, NCOHF president and CEO. "This generous donation allows our growing Affiliate network to provide enhanced patient care and give more at-risk children in their community the priceless gift of health this holiday season."

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### **About Novalar<sup>®</sup>**

Novalar is a specialty pharmaceutical company that partners directly with dental professionals to enrich the patient experience. The company is uniquely positioned to develop targeted oral pharmaceutical products and translate the full value of these novel solutions to clinical practice. For more information, please visit [www.novalar.com](http://www.novalar.com).

### **About National Children's Oral Health Foundation: *America's Toothfairy*<sup>®</sup> (NCOHF)**

National Children's Oral Health Foundation: *America's Toothfairy*<sup>®</sup> (NCOHF) is a 501(c)(3) nonprofit, dedicated to raising awareness of the #1 chronic childhood illness: pediatric dental disease, facilitating delivery of comprehensive pediatric oral health services, and eliminating this preventable disease from future generations. NCOHF draws on vast national resources to secure and distribute product and financial donations along with innovative preventive programs to a growing network of not-for-profit university and community based dental clinics, health centers, and mobile programs throughout America. For more information about NCOHF, please visit [www.AmericasToothfairy.org](http://www.AmericasToothfairy.org)

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