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A PANEL OF DOCTORS AND PATIENTS CONFIRM A MAJOR ADVANCE IN NASAL SPRAYS - *OCTOBER 2010*

Aptar Pharma unveiled the brand name of its latest innovation,Latitude®, at the CPHI-ICSE international exhibition which was held in Paris from October 5th to 7th 2010. This novel side-actuated nasal spray is protected by several patents. The results of the latest acceptance studies held in the UK and the US were also presented at the exhibition. Both patients and doctors confirm the advantages of Latitude® in ergonomics and hygiene which provide this spray device with optimized handling characteristics for easier nasal spray drug delivery

Aptar Pharma in tune with the market, patients and prescribers

Always attentive to the market and its pharmaceutical industry customers, Aptar Pharma had already carried out a series of investigations and acceptance studies with healthcare professionals to determine nasal spray user expectations and preferences before starting development of its side-actuated device. This research highlighted a need for improved ergonomics, as well as a better grip and a lower actuation force to make drug delivery more comfortable and safer.

Aptar Pharma carried out new research in the UK in November 2009 and in the US in May 2010 involving regular nasal spray users as well as doctors (general practitioners and ENT specialists). The results confirmed that **Latitude®** met expectations perfectly, and had the support of both patients and prescribers.

Excellent ergonomics and ease of use: real benefits for both doctors and patients

The results of the research clearly identified the major advantages of **Latitude®**: not only does it have excellent ergonomics providing intuitive and constant handling characteristics, but it requires only a very slight effort to depress the actuator completely, letting the patient know that a full drug dose has been delivered. These results also confirm that the device is easy to use by everyone, both in patient self-administration and in third party drug administration, especially for pediatric use.

Hervé Pacaud, Aptar Pharma Business Development Director, Allergy and C.N.S , will be pleased to present **Latitude®** to you and answer your questions on the Aptar Pharma stand 4D58

Aptar Pharma is a member of the Aptargroup family of companies, together with Aptar Beauty + Home and Aptar Food + Beverage.

Aptargroup (NYSE :ATR) is headquartered in the US and has manufacturing sites in North America, Europe, Asia and South America.

For more information, visit www.aptar.com.

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