



**IBSA USA SELECTED AS A FINALIST FOR 2023
TRAILBLAZER ADVERTISING AWARD**

Company recognized for campaign featuring professional golfer Aza Muñoz

PARSIPPANY, N.J., December 19, 2023 — IBSA USA has been recognized as a finalist in *PM360* magazine's 15th annual Trailblazer Awards for its consumer-facing promotional campaign for Tirosint®-SOL (levothyroxine sodium) oral solution featuring professional golfer, Aza Muñoz. This award is presented annually to recognize companies, marketers, marketing teams, brand managers, and marketing initiatives that have demonstrated innovation and achieved results in the life sciences.¹

"The initiatives that we are recognizing as finalists this year represent the epitome of what makes our industry so extraordinary—utterly brilliant, difference-making innovation," said Anna Stashower, CEO and Publisher of *PM360* when describing the awards. "What makes their accomplishments so impressive is the impact they have on people's lives. Each of their trailblazing efforts result in much more than personal or organization success, it results in better quality of life for patients, better care options for healthcare providers, and happier and healthier people around the world."¹

The Aza Muñoz partnership is front-and-center of the Tirosint®-SOL promotional campaign. Muñoz, is a professional golfer, mother and Tirosint®-SOL patient. In the company's advertising, she describes the challenges of living with Hashimoto's thyroiditis and playing golf at a professional level.

IBSA USA's sponsorship was executed in multiple media channels including digital and social media as well as traditional consumer advertising. The company's 'help seeking ad' with Muñoz is currently running in *Prevention Magazine*,² and a sponsored video feature with Muñoz appeared on *Lifetime TV*'s *The Balancing Act*® show with Montel Williams.³ The campaign was developed for IBSA USA by the Pinckney Hugo Group of Syracuse, NY.

"We're delighted that our marketing efforts have been recognized by a panel of industry experts for their creativity and quality" commented Michael Scully, Head of Commercial Operations at IBSA USA. "We believe that diseases like hypothyroidism present significant personal challenges for patients. Who to better connect with these patients than Aza Muñoz, a well-regarded professional athlete, a mother, a Hashimoto's thyroiditis sufferer and a Tirosint®-SOL patient."

IBSA's support of Tirosint®-SOL features extensive physician promotion of the brand as well as a variety of consumer/patient facing initiatives. Tirosint®-SOL was launched in 2019 and is now the only FDA-approved levothyroxine therapy that can be taken 15 minutes before breakfast or without regard for the presence of proton pump inhibitor (PPI) therapy.⁴ Tirosint®-SOL is indicated (in adult and pediatric patients, including neonates) for hypothyroidism: as replacement therapy in primary (thyroidal), secondary (pituitary), and tertiary (hypothalamic) congenital or acquired hypothyroidism.⁴ For Full prescribing information, including Important Safety Information, visit www.TirosintSOL.com.



IMPORTANT SAFETY INFORMATION

WARNING: NOT FOR THE TREATMENT OF OBESITY OR FOR WEIGHT LOSS.

- See full prescribing information for complete boxed warning
- Thyroid hormones, including TIROSINT-SOL, should not be used for the treatment of obesity or for weight loss
- Doses beyond the range of daily hormonal requirements may produce serious or even life-threatening manifestations of toxicity

CONTRAINDICATIONS

- Hypersensitivity to glycerol
- Uncorrected adrenal insufficiency

WARNINGS AND PRECAUTIONS

- *Cardiac adverse reactions in the elderly and in patients with underlying cardiovascular disease:* Initiate TIROSINT-SOL at less than the full replacement dose because of the increased risk of cardiac adverse reactions, including atrial fibrillation
- *Myxedema coma:* Do not use oral thyroid hormone drug products to treat myxedema coma
- *Acute adrenal crisis in patients with concomitant adrenal insufficiency:* Treat with replacement glucocorticoids prior to initiation of TIROSINT-SOL treatment
- *Prevention of hyperthyroidism or incomplete treatment of hypothyroidism:* Proper dose titration and careful monitoring is critical to prevent the persistence of hypothyroidism or the development of hyperthyroidism
- *Worsening of diabetic control:* Therapy in patients with diabetes mellitus may worsen glycemic control and result in increased antidiabetic agent or insulin requirements. Carefully monitor glycemic control after starting, changing, or discontinuing thyroid hormone therapy
- *Decreased bone mineral density associated with thyroid hormone over-replacement.* Over-replacement can increase bone reabsorption and decrease bone mineral density. Give the lowest effective dose

Limitations of Use

- Not indicated for suppression of benign thyroid nodules and nontoxic diffuse goiter in iodine-sufficient patients
- Not indicated for treatment of transient hypothyroidism during the recovery phase of subacute thyroiditis

Adverse Reactions

Common adverse reactions with TIROSINT-SOL are primarily those of hyperthyroidism due to therapeutic overdosage including arrhythmias, myocardial infarction, dyspnea, muscle spasm, headache, nervousness, irritability, insomnia, tremors, muscle weakness, increased appetite, weight loss, diarrhea, heat intolerance, menstrual irregularities, and skin rash.

For Full Prescribing Information, including Boxed Warning, go to <https://tirosintsol.com/wp-content/uploads/2023/11/Tirosint-SOL-USPI.pdf>.



PRESS RELEASE

About IBSA Institut Biochimique⁶

IBSA (*Institut Biochimique SA*) is a Swiss multinational pharmaceutical Company, founded in 1945 in Lugano. Today, its products are present in over 90 Countries on 5 continents, through the Company's 18 subsidiaries located in Europe, China, and the United States. The company has a consolidated turnover of 900 million CHF, and employs over 2,200 people between headquarters, subsidiaries and production sites. IBSA holds 90 families of approved patents, plus others under development, as well as a vast portfolio of products, covering 10 therapeutic areas: reproductive medicine, endocrinology, pain and inflammation, osteoarticular, aesthetic medicine, dermatology, uro-gynaecology, cardiometabolic, respiratory, consumer health. It is also one of the largest operators worldwide in the area of reproductive medicine, and one of the world's leaders in hyaluronic acid-based products. IBSA has based its philosophy on four pillars: Person, Innovation, Quality and Responsibility.

About Hypothyroidism

Hypothyroidism is an endocrine disorder with numerous causes, resulting in a deficiency in thyroid hormone. In the U.S., more than 24.5 million people are estimated to have hypothyroidism.⁷ Large observational studies and meta-analyses have shown that about 4-7% of community-derived populations in the U.S. and Europe have undiagnosed hypothyroidism.⁸

About 2% of the U.S. population has pronounced hypothyroidism, and as much as 10% has subclinical (mild) hypothyroidism. The condition is most common in women over 40 years of age and in the elderly of both sexes.⁹ The signs and symptoms of hypothyroidism are nonspecific and may include fatigue, forgetfulness, depression, constipation, muscle cramps, weight gain, dry skin, and hair loss.¹⁰ Thyroid stimulating hormone (TSH) laboratory tests are recommended as first-line screening tests for thyroid dysfunction.¹¹ Levothyroxine sodium is a synthetic version of a hormone that is normally produced by the thyroid gland. It is used to treat patients who suffer from hypothyroidism or require suppression of TSH.

References

1. PM360, Press Release NEW YORK, Aug. 24, 2023 /PRNewswire
2. *Prevention Magazine* is owned by Hearst Magazine Media, Inc.
3. *Lifetime TV* and *The Balancing Act*[®] <https://thebalancingact.com/about/> are trademarks of their respective owners
4. Tirosint-SOL Package Insert, IBSA Pharma Inc. 11/2023.

For more information about IBSA, visit www.ibsagroup.com/media.

For Full Prescribing Information, including Boxed Warning, go to <https://tirosintsol.com/wp-content/uploads/2023/11/Tirosint-SOL-USPI.pdf>

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