

TAFFIX™ COVID NASAL SPRAY PARTNERSHIP OFFERS BOCELLI CONCERT A CHRISTMAS MIRACLE

Taffix™, clinically tested COVID blocking nasal spray partners with Andrea Bocelli's 'Believe In Christmas' Concert to protect musicians for festive performance.

The new innovation brings hope to cultural and sports events around the world.

13th December, TEL AVIV/LONDON – Despite the ongoing COVID-19 Pandemic, the 'Believe in Christmas' concert with the world-renowned Italian tenor Andrea Bocelli, was performed and broadcast on Saturday, 12th December, from the spectacular Teatro Regio di Parma opera house. Musicians and production staff were provided with the new Taffix nasal spray, which forms a thin layer of gel that helps trap and kill COVID-19, providing protection for hours at a time.

With the wait for full vaccination ongoing, and the remaining doubt as to the length of protection it will provide, the new innovation brings hope to concert halls, festivals, sports stadia, airports and more around the world. Taffix™ aims to show the world that there are existing safe solutions which can help us all return to normality; immediately resuscitating commercial and cultural activities.

Laboratory tests confirm that Taffix™ destroys up to 99% of the coronavirus and a real-world user survey involving a super-spreader event found the spray reduced the risk of COVID-19 infection by 78%.

The unique Taffix™ formulation acts within 50 seconds and each application provides five hours of protection. Crucially, it causes no congestion, and the protective gel is so unobtrusive that menthol has been added so users know the measured dose has been delivered, and the protective coating is in place. As the world of culture looks to get back to normality, Taffix™ provides an extra layer of protection while allowing singers to sing and players to play.

By partnering with the 'Believe In Christmas' concert, musicians and production staff were able to present the tremendous performance, and deliver a message of hope and unity to the world. World famous tenor Andrea Bocelli commented after the

performance, *“The theatre is always a construction site until the last moment. I am proud to stand in a place so steeped in history, proud to be with such a determined and hard-working team. To achieve this incredible objective harmoniously as well as relying on everyone’s talent and commitment, we made use of an innovative helper: Taffix spray made an important contribution and allowed us to work in safety and tranquility. Taffix has been a reliable and highly useful coworker for over two hundred artists and technicians who worked on ‘Believe in Christmas’.*

Dr. Dalia Megiddo, co-founder and chief executive officer of Nasus Pharma, the Israeli biopharma company which developed the spray stresses: *“Taffix is an important additional layer of protection which is particularly useful in high-risk settings such as public transport, shops and schools — and a real game-changer as the world looks to bring audiences back to concert halls, and fans back to stadia.”*

And because Taffix is built on an existing, proven, and safe medical technology – which is already used in nasal sprays to combat allergies and the common cold — both the Israeli Ministry of Health and European regulators performed quick approvals.

Dr. Megiddo believes: *“Taffix is a powerful, clinically proven tool which will help restart economic and social activity — and allow a return to some sort of normality.”*

Footage of the Concert is available here –

https://www.dropbox.com/s/lu9we5qwsvjoppn/taffix-opera-video%202_3.mp4?dl=0

BACKGROUND: THE TAFFIX TECHNOLOGY

Taffix uses hypromellose — known as hydroxypropyl methylcellulose, or HPMC — a gel-forming powder which is found in anti-allergy nasal sprays and products designed to combat the common cold.

But there are several unique — and crucial — differences between Taffix and earlier HPMC sprays.

The particles in Taffix are much smaller than those found in existing products. In existing products, the particles range from between 0.2 microns and 400 microns,

with an average particle size of 72.6 microns.¹ By comparison, particles in Taffix range from only 10 microns to 100 microns in size, and their average size is 19.1 microns.

There is also a lot of variation in the shape of particles found in commercial HPMC products, which creates gaps and weak points in the gel coating. By comparison, the particles in Taffix are uniformly spherical, which makes them more effective at stopping viruses and other small particles from reaching nasal membranes.

And crucially, unlike existing products, Taffix provides dual-action protection. On top of its highly effective physical barrier, Taffix kills viruses by gently altering the pH within the nasal cavity.

GP, Dr Gill Jenkins notes: “The pH of the nasal cavity is usually around 6.8, which is almost neutral on the scale of acidity to alkalinity. This unfortunately is an ideal environment for viral growth.

“Studies show that no respiratory viruses, including coronaviruses, can survive in a pH of 3.5 (which is slightly acidic) or below without harming the nasal mucosal cells.”

Taffix contains tiny amounts of citric acid, which shifts the pH balance down to 3.5pH.

The patented technology used in Taffix also ensures that the citric acid is distributed evenly so the pH is reduced uniformly. This unique combination of a uniformly even coating, with a uniformly even distribution of mild acidity turns the protective barrier gel into a viral killing zone.

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Notes to Editors

- Taffix is legally marketed in Europe as an over-the-counter product, and indicated for use as a protective mechanical barrier against allergens and viruses (e.g. SARS-CoV-2) within the nasal cavity.
- HPMC is inert, stable and safe. It is widely used and recognised in the European Union (EU) as a food additive and recognised as GRAS (generally Regarded as Safe) by the US Food and Drug Administration.
- Taffix may be used up to 3 times a day (whilst in a risky environment) to maintain an effective barrier. Once applied Taffix is effective for 5-6 hours.

¹ white paper P21

- Taffix contains no drugs or medicines, is non-drowsy and has a good safety profile.
- Taffix is suitable for adults, and children over 12 years. Pregnant or breast-feeding women should consult their doctor before using.