

Aptar Pharma's PureHale™ Upper Respiratory Device Launches with Blairex Laboratories' Breathe Free® Essentials Brand

Crystal Lake, Illinois, June 8, 2020 - Aptar Pharma, a global leader in drug delivery systems, services and active packaging solutions, is pleased to announce that its portable, patented PureHale™ upper respiratory device is the delivery system behind Blairex Laboratories' new Breathe Free® Essentials brand, launched exclusively on Amazon.com.

This marks the first commercial launch worldwide of a brand using Aptar Pharma's innovative PureHale™ technology.

Breathe Free® Essentials is formulated with moisturizing saline and 100% natural essential oils, and is available in three blends - Soothing, Relaxing and Clarity. Each Breathe Free® Essentials kit comes with a personal face mask and adapter for effortless, on-the-go delivery for today's in-demand lifestyle.



Photo: www.breathefreessentials.com

Aptar Pharma's PureHale™ is a portable and ready-to-use delivery solution designed for upper respiratory care. An alternative to traditional nebulizer technology, PureHale™, when used with saline and other natural ingredients, distributes a fine, gentle mist to cleanse, moisturize and soothe the upper respiratory tract, in turn helping to reduce any irritations caused by coughs, colds, allergies, respiratory problems and dry nose/throat issues.

PureHale's user-friendly system is based on Aptar Pharma's well-established Bag-on-Valve technology which, when actuated, delivers a continuous, fine particle mist of approximately 20µm optimized for targeted deposition to the upper airways. Unlike traditional nebulizers, the PureHale™ system does not require batteries or the prefilling of a reservoir. Both quiet and lightweight, the device can be used with or without a mask, offering adaptable treatment options.

Speaking about the launch, Jeffrey Logston, President, Blairex Laboratories, Inc. stated, "Blairex Laboratories has a history of offering products in innovative packaging and delivery



systems. Breathe Free® Essentials continues that legacy. We designed Breathe Free® Essentials to create an on-the-go personal retreat, and hope to provide our customers with a much needed moment to breathe.”

“We are pleased to partner with Blairex on this first launch of our PureHale™ device with Breathe Free® Essentials,” commented Gael Touya, President of Aptar Pharma. “PureHale’s innovative technology is meeting a new need in the marketplace for portable, on-the-go respiratory support. We look forward to this and future launches using PureHale™.”

About Aptar Pharma

Aptar Pharma is part of AptarGroup Inc., a global leader in the design and manufacturing of a broad range of drug delivery, consumer product dispensing and active packaging solutions. Aptar uses insights, design, engineering and science to create dosing, dispensing and protective packaging technologies for the world’s leading brands, in turn making a meaningful difference in the lives, looks, health and homes of millions of people around the world. Aptar’s innovative solutions and services serve a variety of end markets including pharmaceutical, beauty, personal care, home, food and beverage. The company is headquartered in Crystal Lake, Illinois and has 14,000 dedicated employees in 20 countries. For more information, visit www.aptar.com.

About Blairex Laboratories, Inc.

Blairex Laboratories, Inc. of Columbus, Indiana is an innovative pharmaceutical company providing a family of quality products for the consumer, pharmaceutical, and professional markets since 1976. Over the course of Blairex’s history, it has either developed or acquired products ranging from saline solutions, sleeping aids, feminine contraceptive products, cold sore medications, to diaper rash ointments. Most notably, Blairex developed Broncho Saline®, Wound Wash Saline®, and Simply Saline® Nasal Mists growing Simply Saline® into the number one, non-preserved, nasal saline product in the United States before divesting the brand. Blairex’s expertise and focus on delivering the highest quality products with innovative packaging and delivery systems is the cornerstone of its 40 plus years of success. For more information, visit www.blairex.com or www.breathefreeessentials.com.



Press Release



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