

# PharmaDrug Announces Drug-Repurposing Expert Moshe Rogosnitzky Joins Sairiyo Therapeutics Scientific and Clinical Advisory Board

Toronto, Ontario--(Newsfile Corp. - March 9, 2021) - PharmaDrug Inc. (CSE: BUZZ) (OTC Pink: LMLLF) ("PharmaDrug" or the "Company") wholly-owned subsidiary, Sairiyo Therapeutics Inc. ("Sairiyo"), a biotechnology company focused on the research and development of Cepharranthine, a repurposed and reformulated naturally-derived compound for the potential treatment of cancer, neurological, inflammatory and infectious diseases, is pleased to announce that world-renowned drug-repurposing expert, Moshe Rogosnitzky, has been appointed to Sairiyo's newly-formed scientific and clinical advisory board for Cepharranthine as a potential treatment for cancer, neurological, inflammatory and infectious diseases.

Moshe Rogosnitzky, heads Drug Rediscovery Group Ltd in Rehovot, Israel, focusing on the repurposing of generic drugs for diseases such as ophthalmic disorders, viral infections, insomnia, pain disorders, and opioid addiction. He also serves as executive director of the MedInsight Institute, a US/Israel non-profit organization that educates physicians and patients about treatment opportunities using generic drugs in an off-label fashion. A pioneer in the generic drug-repurposing field, and in personalized cancer therapy, Mr. Rogosnitzky has more than 15 years of experience in the use of Cepharranthine for treating advanced cancers, as well as androgenic alopecia, or male-pattern baldness. In 2011, he published a comprehensive review on the potential of Cepharranthine for a range of clinical conditions. Most recently he has published a review of Cepharranthine's potential in treating COVID-19.

"I am passionate about repurposing safe and well-established drugs for treating cancer, whether alone or as adjuvants to existing therapies. Cepharranthine presents a unique opportunity to repurpose an extremely safe drug that has been approved and used in Japan for other clinical indications for many years," said Mr. Rogosnitzky. "It is my hope that this plant-derived drug, possessing an enviable safety record, will provide fresh hope to patients suffering from incurable cancers and other serious and life-threatening diseases."

"We are grateful to have Moshe Rogosnitzky join us as an advisor to support our development plans with Cepharranthine which has tremendous potential in not only cancer but also in other serious and rare diseases," said Daniel Cohen, CEO of PharmaDrug. "Moshe Rogosnitzky has an in-depth knowledge and appreciation for Cepharranthine's potential and him joining our scientific and clinical advisory board dedicated to unlocking Cepharranthine's clinical utility for cancers and other indications brings value to our objective in developing a unique franchise with Cepharranthine."

Sairiyo received U.S. Food and Drug Administration ("FDA") orphan drug designation approval for Cepharranthine in the treatment of esophageal cancer.

Cepharranthine is a natural product and an approved drug used for more than 70 years in Japan to treat a variety of acute and chronic diseases. In clinical research, Cepharranthine exhibits multiple pharmacological properties including anti-oxidative, anti-inflammatory, immuno-regulatory, anti-cancer, anti-viral and anti-parasitic properties<sup>1</sup>. Sairiyo has an exclusive license from a research and development organization to develop and commercialize reformulated Cepharranthine for all diseases and exclusive rights to the patent, method of manufacturing, clinical supply, pre-clinical data and know-how to support FDA clinical trials.

The Company's pharmaceutical strategy with Cepharranthine will focus on expanding its potential in cancer through pre-clinical and clinical research, forming research collaborations with academic institutions and industry and adding medical and clinical experts to its scientific and clinical advisory

board.

## **About PharmaDrug Inc.**

PharmaDrug is a specialty pharmaceutical company focused on the research, development and commercialization of controlled-substances and natural medicines such as psychedelics, cannabis and naturally-derived approved drugs. The Company owns 80% of Pharmadrug Production GmbH, a German medical cannabis distributor, with a Schedule I European Union narcotics license and German EuGMP certification allowing for the importation and distribution of medical cannabis to pharmacies in Germany and throughout the EU. The Company also owns 100% of Super Smart, a Dutch company building a modern adult use psychedelic retail business with an elevated and educational focus. PharmaDrug recently acquired Sairiyo Therapeutics, a biotech company that specializes in researching and reformulating established natural medicines with a goal of bringing them through regulatory and research driven clinical trials.

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*in-place and social distancing, disruptions to markets, economic activity, financing, supply chains and sales channels, and a deterioration of general economic conditions including a possible national or global recession; and a deterioration of financial markets that could limit the Company's ability to obtain external financing.*

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References:

1. [Bailly, C., 2019. Cepharanthine: An update of its mode of action, pharmacological properties and medical applications. \*Phytomedicine\* 62, 152956.](#)
2. [Rogosnitzky M, Danks R. Therapeutic potential of the biscoclaurine alkaloid, cepharanthine, for a range of clinical conditions. \*Pharmacol Rep.\* 2011;63\(2\):337-47. doi: 10.1016/s1734-1140\(11\)70500-x. PMID: 21602589.](#)
3. [Rogosnitzky M, Okediji P, Koman I. Cepharanthine: a review of the antiviral potential of a Japanese-approved alopecia drug in COVID-19. \*Pharmacol Rep.\* 2020 Dec;72\(6\):1509-1516. doi: 10.1007/s43440-020-00132-z. Epub 2020 Jul 22. PMID: 32700247; PMCID: PMC7375448.](#)



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