

CURE (Stock Symbol: CURR) Pharma Delivery Methods for Treatments, Nicole Kidman is CURR Brand Ambassador; Revenues +229%

CURE (Stock Symbol: CURR) Pharma Delivery Methods for Multiple Treatments with Actress Nicole Kidman as Brand Ambassador; 2020 Financial Revenues up 229%

OXNARD, CALIFORNIA, UNITED STATES, May 5, 2021 /EINPresswire.com/ -- CURE Pharmaceutical ([Stock Symbol: CURR](#)), [Spearheads Enhanced Drug Delivery Methods](#) for Multiple Treatments with [Actress Nicole Kidman Actively Serving as Brand Ambassador](#); 2020 Financial Revenues Jump 229 Percent



□FDA-Registered, NSF[®] and cGMP-Certified Manufacturing Facility.

□Patented Techniques Improve Efficacy, Safety, and Patient Experience.

□Nicole Kidman, Strategic Business Partner/Global Brand Ambassador and Nancy Duitch, Sera Labs Founder/CEO Headline Collision 2021 Event.

“

Our presence at Collision created more forward business momentum than we could have ever expected. Many people were able to learn about the future of wellness and our cutting-edge technology”

*Nancy Duitch, Sera Labs
CEO/Founder*

□Successful Initial Clinical Trials for Erectile Dysfunction Product.

□2020 Revenue Increased to \$7.7 Million (up 229%) on Pro Forma Basis.

□Development of Psychedelics-Based Pharmaceutical Clinical Pipeline

CURE Pharmaceutical (OTCQB: CURR) is a fully integrated and progressive drug delivery company. The CURR team has extensive experience formulating and manufacturing OTC products, pharmaceuticals, and veterinary medications placing quality and service as its top priorities,

earning the trust and respect of customers worldwide.

CURR is the pioneering developer of CUREform™, a patented drug delivery platform that offers a number of unique immediate-release and controlled-release drug delivery technologies designed to improve drug efficacy, safety, and patient experience for a wide range of active ingredients. CURR delivery technologies include CUREfilm®, an advanced oral thin film; and CUREdrops™, an emulsion technology that can be incorporated into different dosage forms (film, tincture, beverages, etc.), among others. The CURR proprietary clinical pipeline includes CUREfilm®Blue (sildenafil to treat erectile dysfunction), and CUREfilm®Canna (THC and CBD).

As a vertically integrated company, CURR operates a 25,000 square foot, FDA-registered, NSF® and cGMP-certified manufacturing facility enabling it to partner with pharmaceutical and wellness companies worldwide for private and white-labeled production. CURR currently has partnerships in the U.S., China, Mexico, Canada, Israel, and other markets in Europe.

□Nicole Kidman, Strategic Business Partner/Global Brand Ambassador and Nancy Duitch, Sera Labs Founder/CEO Headline Collision 2021

On April 28thCURR announced that its subsidiary Sera Labs, headlined Collision 2021 and discussed the changing landscape of beauty, health and wellness. Academy Award, Golden Globe and Emmy Award-winning actor/producer/entrepreneur Nicole Kidman and Nancy Duitch, Founder/CEO Sera Labs/CURE Pharmaceutical Chief Strategic Officer kept the 40,000 attendee conference engaged in a funny, smart and energetic conversation about life, wellness and technology. Collision is North America's fastest-growing tech conference and brings together the world's most sought-after founders, tech companies, and game-changing entrepreneurs of our



CURR Film



Mr. Davidson from CURE Pharma



CURR nicole-kidman

time.

The lively discussion addressed the inception of the CURR Kidman/Seratopical partnership and the brand's Q2 plant-based product launch, which is 'Revolutionary.' Duitch and Kidman also discussed some of Kidman's favorite Seratopical products and the CURR proprietary polymer (P \square P complex) delivery systems which marry nature and science to create the most efficacious and nourishing products on the market. Watch the Collision 2021 video here:



\$CURR Products

<https://curepharmaceutical.com/video/collision-conference-2021/>

▣ Successful Results from Initial Clinical Trials for Erectile Dysfunction Product CUREfilm Blue™

On April 21st CURR announced successful results from its initial Pharmacokinetics (PK)/bioequivalence studies. CURR will now advance its clinical program with the objective of U.S. Food and Drug Administration (FDA) approval.

CUREfilm Blue™ utilizes the CURR patented and proprietary fast-dissolving drug delivery platform, known as CUREfilm™, to deliver the active pharmaceutical ingredient (API) sildenafil citrate. By innovating beyond the traditional pharmaceutical delivery of pills and solutions, CURE is advancing this uniquely discrete, convenient and portable oral film product for achieving a better patient experience.

▣ CURR Reports 2020 Revenue Increase to \$7.7 Million on Pro Forma Basis

On April 1st CURR reported its financial and operating results for the year ended Dec. 31, 2020 and provided recent operational highlights.

CURR total revenue of \$2.1 million rose 229% compared to fiscal year 2019. On a pro forma basis, which includes full year revenue generated from the CURR wholly owned subsidiary The Sera Labs, Inc., acquired October 2, 2020, revenue totaled \$7.7 million. This compared to \$3.0 million in 2019 pro forma revenue. Gross profit increased to approximately \$1.0 million from approximately \$0.4 million in 2019.

▣ Operational Highlights for Fiscal Year 2020

- Received positive results from a pharmacokinetic (PK) study examining the bioavailability of CURE's proprietary CUREfilm® delivery system compared to soft gels;

- Secured NSF International, cGMP certification for its 25,000 square foot manufacturing facility;
- Filed and received FDA approval on its Investigational New Drug (IND) application for CUREfilm® Blue, an oral soluble film of sildenafil citrate (the active ingredient present in Viagra®), designed for the treatment of erectile dysfunction (ED);
- Acquired The Sera Labs, a trusted leader in the health, wellness, and beauty sectors, further positioning CURE as an integrated healthcare company;
- Sera Labs announced Nicole Kidman as the Global Brand Ambassador and Strategic Partner for all its topical product lines including its anti-aging skincare brand Seratopical;
- Together, Sera Labs and CURE launched a new consumer product line, Nutri-Strips™, leveraging CURE's patented and advanced novel oral film strip technology to deliver nutraceuticals to consumers nationally

CURR Augments Its Existing U.S. DEA License in Order to Initiate Development of Its Psychedelics-Based Pharmaceutical Clinical Pipeline

On March 23rdCURR announced that it has secured an extension to its Schedule I U.S. Drug Enforcement Agency (DEA) license that will allow the Company to conduct research on psychedelics-based pharmaceuticals using compounds such as LSD, MDMA, and psilocybin as potential treatments for various mental health disorders. The license enables CURR to conduct fully integrated research at its facility utilizing leading compounds and its patented delivery platform, seeking innovative solutions in high-impact and unmet patient need areas.

Schedule I licenses are granted to companies with the qualifications and research protocols for the handling of drug substances with no accepted medical use and a high potential for abuse. Obtaining this type of license is a rigorous process, requiring a well-documented scientific investigation in a formal application, inspection of laboratory facilities and confirmation of facility security.

On March 16thCURR launched a new initiative for the clinical development of psychedelic compounds such as psilocybin, LSD, and MDMA for the treatment of various mental health disorders. Utilizing the CURR patented oral film platform CUREfilm® for precision dosing, the company intends to optimize the absorption and metabolism of psychedelic actives targeting clinical efficacy of both macrodosing and microdosing treatment regimens.

The CURR existing DEA license allows the company to manufacture cannabinoid-based pharmaceuticals. Last year, CURR used this license to complete a pharmacokinetic study of its preliminary 25mg cannabidiol (CBD) oral film showing improved bioavailability of CBD in healthy subjects when compared to 25mg soft gels. The study showed significantly higher serum concentration (Cmax) and significantly faster absorption (Tmax) comparing the CURR CBD oral film dosage form to a commercially available CBD soft gel.

Further research on psychedelic compounds as potential treatments for mental health disorders

has gained significant interest in last few years. There is promising research being conducted at the private, academic, and federal level on treatment of depression, PTSD, addiction disorders, obsessive compulsive disorder, and anxiety.

■ Addition of Two New Clinical Development Programs Targeting Anti-Seizure and Antiviral Applications

On March 10th CURR announced that it has launched two new clinical development programs and added new corresponding products to its growing pharmaceutical pipeline.

The first is an antiviral clinical development program where CURR will look to load a known active pharmaceutical ingredient (API) onto its patented drug delivery platform CUREfilm®. The second pipeline product addition uses a similar bioequivalence approach where CURR will formulate the delivery of a known anti-seizure API for both adult and pediatric indications. These programs will leverage existing pre-clinical/clinical safety and toxicity data to develop orally bioavailable products and expand the CURR pharmaceutical research & development efforts toward building a specialty pharmaceutical pipeline.

■ CURR Subsidiary Sera Labs Launches National Television, Radio & Digital Advertising Campaign for Nutri-Strips Sleep A.S.A.P.

On March 3rd CURR announced that its subsidiary Sera Labs has launched a robust national advertising campaign for its Nutri-Strips thin-film product Sleep A.S.A.P.™ which offers a solution to America's sleep problem. The global market for sleep aids is anticipated to grow from \$81.2 billion in 2020 to \$112.7 billion by 2025 with a CAGR of 6.8 percent.

The national campaign reaches more than 15 major markets to target the 70% of adults in America who, according to the CDC, report they obtain insufficient sleep at least one night per week. The campaign coincides with National Sleep Awareness Month and highlight the ease of use and benefits of Nutri-Strips' RAD (Rapid Activation Delivery) oral thin-film strip technology. Nutri-Strips Sleep A.S.A.P.™ oral thin-film strip does not require water, activates instantly on the tongue, is a fast-acting, non-habit forming solution to traditional pill form sleep aids.

Sleep A.S.A.P.™'s proprietary formulation for sleep was developed by CURR industry-leading scientists who blended five of the most powerful sleep ingredients including Melatonin, Gamma-aminobutyric Acid (GABA), L-Theanine, Vitamin B6, and Beta-Caryophyllene (BCP) into one dose to help you get to sleep and stay asleep.

■ CURR Subsidiary Sera Labs Unveils ImmunD™ an Important New Offering to the Nutri-Strips™ Product Line; Launches New Digital E-commerce Website to Amplify Consumer Awareness

According to the National Institute of Health (NIH) more than 50 percent of people worldwide

have Vitamin D insufficiency. In response, on February 10th Sera Labs, Inc., a wholly owned subsidiary of CURR), announced that it is unveiling "ImmunD," a convenient, science-backed oral thin-film that provides a weekly dose of Vitamin D (40,000 IU) as a part of its Nutri-Strips™ line of novel and innovative vitamins and supplements. Sera Labs has also launched an easy-to-navigate, e-commerce website at Seralabshealth.com and Nutristrips.com to further facilitate consumer awareness and to provide availability of this beneficial health promoting product. Sera Labs continues its initiatives to introduce other innovative product offerings for both the health and wellness, beauty, and pets categories.

All Nutri-Strips™ products are expertly-designed using the RAD (Rapid Activation Delivery) oral thin film strip technology offering targeted supplement dosing that activates directly on the tongue, eliminating the need for water, chewing or struggling to swallow pills.

Vitamin D plays an important and well-established role in keeping the body's immune system running efficiently. A recent study suggests a strong correlation between COVID-19 and Vitamin D deficiency as 82.2 percent of COVID-19 patients studied were also deficient in Vitamin D.

For more information on CURE Pharmaceutical (OTCQB: CURR) visit:
www.curepharmaceutical.com and www.Seralabshealth.com

DISCLAIMER: FrontPageStocks/CorporateAds.com (CA) is a third-party publisher and news dissemination service provider. FPS/CA is NOT affiliated in any manner with any company mentioned herein. FPS/CA is news dissemination solutions provider and are NOT a registered broker/dealer/analyst/adviser, holds no investment licenses and may NOT sell, offer to sell or offer to buy any security. FPS/CA's market updates, news alerts and corporate profiles are NOT a solicitation or recommendation to buy, sell or hold securities. The material in this release is intended to be strictly informational and is NEVER to be construed or interpreted as research material. All readers are strongly urged to perform research and due diligence on their own and consult a licensed financial professional before considering any level of investing in stocks. All material included herein is republished content and details which were previously disseminated by the companies mentioned in this release or opinion of the writer. FPS/ CA is not liable for any investment decisions by its readers or subscribers. Investors are cautioned that they may lose all or a portion of their investment when investing in stocks. FPS/CA has been compensated \$500 by the company for dissemination of this Article.

Disclaimer/Safe Harbor:

These news releases and postings may contain forward-looking statements within the meaning of the Securities Litigation Reform Act. The statements reflect the Company's current views with respect to future events that involve risks and uncertainties. Among others, these risks include the expectation that any of the companies mentioned herein will achieve significant sales, the

failure to meet schedule or performance requirements of the companies' contracts, the companies' liquidity position, the companies' ability to obtain new contracts, the emergence of competitors with greater financial resources and the impact of competitive pricing. In the light of these uncertainties, the forward-looking events referred to in this release might not occur.

SOURCE: CorporateAds.com

CURR

CURE PHARMACEUTICAL HOLDING CORP

+1 805-824-0410

[email us here](#)

Visit us on social media:

[Twitter](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/540243720>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.