

MedX Reports Progress towards DermSecure™ Launch in Brazil



TSXV: MDX

October 7, 2019 (Source) – MedX Health Corp. (“MedX” or the “Company”) (TSX-V: MDX) experienced strong interest for its SIAscopy on DermSecure™ platform from physicians and dermatologists in

Brazil during the recent 74th Congress of the Brazilian Society of Dermatology held in Rio de Janeiro in September 2019. MedX representatives attended to support the large team of sales reps working with the Company’s Brazilian distribution partners at a MedX branded booth at the show, demonstrating the benefits of the platform to the Brazilian dermatologic community in advance of a launch of the product once regulatory approval is attained.

“We are excited and impressed by the commitment and investment being made by our Brazilian distribution partners in the pre-marketing phase in introducing the DermSecure™ platform to this large and important market,” noted Scott Spearn, CEO of MedX.

“The acceptance of the SIAscopy on DermSecure™ platform at the conference was above our greatest expectations,” noted Fabio Candello, with the CBD Vida team that will be distributing the product in Brazil. “More than 1,200 Dermatologists and other Specialized Doctors visited our MedX booth to interact with and evaluate this game-changing technology, resulting in more than 200 doctors expressing significant and immediate interest in acquiring MedX’s system. Brazil’s dermatological thought-leaders were in attendance and were impressed with the imaging capability along with the integration of the patient

information that is gathered through the DermSecure™ platform allowing for remote assessment of moles and lesions. We are establishing our own local Medical Advisory Board that is familiar with the unique challenges of the Brazilian market.”

Mr. Candello continued, “We expect a growing interest in DermSecure™ as our team of 50 sales reps across the country begin following up with the many doctors that attended the show and anticipate significant orders once the technology is approved and awareness of the technology spreads. Brazil has more than 8,000 dermatologists and other doctors specializing in dermatology. However, serving a population of more than 210 million people is resulting in long wait times and people being diagnosed with skin cancer too late, and building a service for assessment with DermSecure can be a big benefit in Brazil. We are following through on the final steps required for the product to be approved by the regulatory body in Brazil, which we anticipate before the end of the year.”

About MedX

MedX, headquartered in Mississauga, Ontario, is a leading medical device and software company focused on skin cancer with its DermSecure™ telemedicine platform, utilizing its SIAscopy technology. SIAscopy is also imbedded in its products SIAMETRICS™, SIMSYS™, and MoleMate™, which MedX manufactures in its ISO 13485 certified facility. SIAMETRICS™, SIMSYS™, and MoleMate™ include hand-held devices that use patented technology utilizing light and its remittance to view up to 2 mm beneath suspicious moles and lesions in a pain free, non-invasive manner, with its software then creating real-time images for physicians and dermatologists to evaluate all types of moles or lesions within seconds. These products are Health Canada, FDA (US), ARTG and CE cleared for use in Canada, the US, Australia, New Zealand, the European Union and Turkey. MedX also designs, manufactures and distributes quality photobiomodulation therapeutic and dental lasers to provide

drug-free and non-invasive treatment of tissue damage and pain. www.medxhealth.com.

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