

MedX Receives Regulatory Approval in Brazil

MISSISSAUGA, Ontario--(BUSINESS WIRE)--March 17, 2020--MedX Health Corp. (“MedX”) (TSX-V: MDX) announces that it has received regulatory approval to market and sell its SIAscopy on DermSecure™ skin assessment platform in Brazil. “MedX has worked seamlessly with its Brazilian distribution partners, MedX Brasil and Oneway Diagnostica to ensure we were able to complete this important certification from ANVISA, Brazil’s regulatory authority,” commented Scott Spearn, President & CEO of MedX. “We had the support of the Brazilian Dermatological community in this process, and we are very appreciative of the efforts and professionalism of our partners in achieving this milestone.”

"There is a significant opportunity for MedX’s rapid skin assessment technology in Brazil, as skin cancer is the most common type of cancer in Brazil,” stated Fabio Candello, CEO of MedX Brasil. Over a hundred thousand new cases of skin cancer were recorded in Brazil between 2016 and 2017, according to the Brazilian Cancer Institute, and almost 6,000 were classified as melanoma, an aggressive form of the disease that can spread to other parts of the body. A recent study shows that Brazilian melanoma patients experienced a lower survival rate than the current worldwide average. The high prevalence of advanced cases reinforces the importance of local strategies to diagnose melanoma in the early stages, and to treat it definitively. “MedX’s SIAscopy on DermSecure™ telemedicine platform and advanced SIAscopy imaging technology is a perfect solution for early detection,” further noted Mr. Candello.

“MedX Brasil has ordered 500 SIAscopies to meet their initial demand, and now that we have received regulatory approval and our distribution partners can begin active marketing, we are ramping up along with our partners to fulfill this order, and will begin to see the impact of the recurring revenue model going forward,” noted Mr. Spearn.

About MedX

MedX, headquartered in Mississauga, Ontario, is a leading medical device and software company focused on skin health with its SIAscopy on 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), Australia TGA and CE cleared for use in Canada, the US, Australia, New Zealand, Brazil, 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.

About MedX Brasil

MedX Brasil is an independent licensee incorporated in Brazil, formed during 2019 to become the exclusive distributor of MedX's SIAscopy on DermSecure™ platform in Brazil. MedX Brasil has established a partnership with Oneway Diagnostica a specialist sales team in the Dermatology market in Brazil. MedX Brasil is responsible for marketing, educating, trade shows, financing activities to support the sales team at Oneway Diagnostics.
<https://www.medxbrasil.com.br/>

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