

## MUTE THE FASTEST GROWING PRODUCT IN CATEGORY IN US

### HIGHLIGHTS:

- **The Annual US Drugstore State of the Industry Report ( 2019-2020) shows Mute as the fastest growing product in the nasal strip category within US Drugstores.**
- **Mute leads category with 56% growth in dollar terms from US based drug stores and 57% growth in unit sales.**

**July 11th, 2019. Melbourne. Rhinomed (ASX:RNO)**, a leader in airway technology, and the developers of Mute™, is pleased to report that it's Mute nasal stent is the fastest growing product in the nasal strip category in US based Drugstores.

The *DrugStores News Management's Annual Drugstore State of the Industry* report lists Mute as the fastest growing product in the nasal strip category - growing sales at 56.6% in US Dollar terms and 57.2% in units for the 52 week period ended April 21, 2019.

While the US pharmacy (drug store) market consists of some 67,000\* stores, Mute has only recently achieved distribution into 9000 of these stores. Mute's rapid growth against exceptionally well established and supported brands such as GSK's Breathe Right strip product demonstrates Mute's growing appeal and it's potential to achieve further distribution in the US drug store market and then more broadly within the US Food, Mass and Specialty retail markets.

As the category leader Breathe Right and Breathe Right Extra achieved sales in excess of US\$22m from pharmacy alone and shipped nearly 2 million units to achieve more than 50% market share. With only a small store presence and having only begun to make inroads in building brand awareness the company believes Mute has significant potential to grow and disrupt the sector further.

The data in the *DrugStores News Management's Annual Drugstore State of the Industry* report was sourced from IRI, a Chicago, Illinois, USA based market research firm and comprised data for the 52 week period ended April 21, 2019 from Total US Drug Stores sales data.

Rhinomed is pleased to see that the investment in building the Mute brand is delivering traction. Mute is the premium product within the category and is continuing to delivering strong margins for our retail partners. As the innovator within the market Rhinomed will continue to build upon this success to expand our retail presence in the US and global pharmacy market.

The report is available at [www.drugstoremanagement.com](http://www.drugstoremanagement.com)

For more information about Rhinomed's exciting technology, please visit [www.rhinomed.global](http://www.rhinomed.global)

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## About Rhinomed Limited (ASX: RNO)

Rhinomed Limited is a Melbourne based technology firm with a focus on nasal, respiratory and breathing management technologies. The company is monetising applications of its technology portfolio in the Sport, Sleep, Wellbeing and Drug Delivery markets. For more information go to [www.rhinomed.global](http://www.rhinomed.global)

\* <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0183172>

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