

Wake Pharma US Wins Top Poster Award From Annual Symposium on Advanced Wound Care and Wound Healing Society

ELK GROVE VILLAGE, IL -- 04/19/10 -- Wake Pharma US is pleased to announce that the 23rd Annual Symposium on Advanced Wound Care and Wound Healing Society (SAWC/WHS) has awarded Wake Pharma US first place in the wound healing poster competition. This dramatic educational poster illustrates the impressive wound healing results that four patients achieved when treated with Wake Pharma's patented topical healing gel, Wound-Be-Gone. Designed by Jeffrey A. Niezgoda, MD, FACHM, FAPWCA, FACEP; David A. Yeager, DPM; and Brandon R. Gumbiner, DPM, C. Ped., this poster, titled "Novel hydrophilic gel (Wound-Be-Gone) enhances healing via oxygen free radical binding technology," was recognized for its design and content.

The official recognition for poster design and wound healing achievement was granted to Jeffrey A. Niezgoda, MD, Medical Director of Wake Pharma US and the Centers for Comprehensive Wound Care and Hyperbaric Oxygen Therapy in Milwaukee, WI, at the SAWC/WHS Poster Abstract Gala Sunday evening. This award recognized both the wound healing achievements of Wound-Be-Gone and the Wake Pharma US team's ability to communicate those results through an informative, educational and well designed poster.

Leading wound healing physician Dr. Niezgoda was among the few poster and abstract designers asked to give a podium presentation of their poster submission. Dr. Niezgoda will present his oral abstract of the award winning poster Monday, April 19, from 3:30pm-4:30pm. Pleased that Wake Pharma has developed such an effective wound healing gel, Dr. Niezgoda says, "We are excited about the breadth of clinical experience and the depth of research on Wound-Be-Gone, and look forward to presenting at this important forum. The scientific advances associated with Wound-Be-Gone are translating into positive clinical results for patients and wound care professionals."

The winning poster was one in a series of seven submitted by Wake Pharma US, and stood out among the nearly one thousand entries submitted to the Annual Symposium on Advanced Wound Care and Wound Healing Society. This particular poster presented an astonishing series of photographs chronicling the healing of four severe, chronic foot wounds, detailing how the patented free oxygen radical binding technology in Wound-Be-Gone minimized inflammation and helped to speed healing.

Extensive clinical studies have shown the healing capabilities of Wound-Be-Gone to be unequalled. According to Dr. Niezgoda, "Since the launch of Wound-Be-Gone in June 2008, we have accumulated clinical experience across all types of wounds. Our product is very unique and is, actually, the only over-the-counter product available on the market to effectively treat chronic wounds."

Wound-Be-Gone's unique active ingredient binds with free oxygen radicals, preventing them from interfering with wound healing. By binding with these radicals, Wound-Be-Gone helps to relieve inflammation, speed healing and minimize scarring. Wound-Be-Gone also relieves wound pain and provides a moist healing environment to facilitate more efficient action of the body's natural healing systems. The patented ingredients in this healing gel are free of antibiotics and are hypoallergenic. Effective on skin injuries of all severities and origin, Wound-Be-Gone is perfect for home and clinical use.

To learn more about the Annual Symposium on Advanced Wound Care and Wound Healing Society visit www.sawc.net. For more information about the novel technology that is Wound-Be-Gone, including extensive documentation of clinical trials, visit www.woundbegone.com.