

Biotech Star Jupiter Wellness on the NASDAQ: JUPW Initiates Head-to-Head Trial Comparing JW-100 and Pfizer's



California, Los Angeles, Jul 14, 2021 ([Issuewire.com](https://www.issuewire.com)) - **JUPW** announced a head-to-head trial to comparing JW-100 lotion with Pfizer's (Nasdaq: PFE) Eucrisa crisaborole ointment 2% for the treatment of patients with mild to moderate eczema (Atopic Dermatitis). Eucrisa is an FDA-approved topical non-steroidal lotion containing crisaborole approved for the treatment of mild to moderate eczema. JW-100 is a novel non-steroidal topical lotion containing cannabidiol (CBD) and Aspartame for the treatment of mild to moderate eczema.

The head-to-head clinical trial which will evaluate superiority between JW-100 and Eucrisa in adult patients with mild-to-moderate eczema will be performed in collaboration with Applied Biology who has developed the protocols and will co-ordinate the multi-center trial. The Phase III multi-center trial will be a double-blinded placebo-controlled trial.

This head-to-head trial is built on the success of our previous clinical findings for JW-100. Jupiter Wellness previously reported in a double-blinded, placebo-controlled clinical trial of 55 patients using JW-100 a novel topical formulation containing CBD and Aspartame, was shown to significantly reduce ISGA scores in 50% of adult patients suffering from eczema after two weeks of use. The results were recently published <https://pubmed.ncbi.nlm.nih.gov/34056830/>

“Jupiter Wellness is committed to providing rapid-and-consistent relief for eczema patients. In light of the highly encouraging results of JW-100’s first clinical trial, head-to-head trials can provide robust evidence that helps advance our clinical program” said Dr. Glynn Wilson Chief Scientific Officer at Jupiter Wellness.

“The purpose of this trial is to confirm the efficacy of JW-100 in a larger patient population in direct comparison with an FDA-approved non-steroidal topical drug. Our goal is to commercialize both OTC and prescription versions of JW-100. Our recent licensing of Photocil provides a unique opportunity for combination therapies including am/pm eczema treatment regimens.” stated Brian John, Jupiter Wellness’ CEO.

- **Developer of CBD Treatments for the Multi-Billion Dollar Skin Care Market.**
- **Multiple Clinical Studies Underway on Company’s Proprietary Products.**
- **LOI Signed to Acquire JustCBD and its Affiliates with Over 300 SKUs.**
- **Highly Qualified Management with Extensive Accomplishments in Place.**
- **Investment in Theme Park Business Sees Surge in Recent Business as the Pandemic Declines.**

Jupiter Wellness, Inc. (NASDAQ: **JUPW**) is a leading developer of cannabidiol (CBD) based medical therapeutics and wellness products. The **JUPW** clinical pipeline of prescription CBD-enhanced skin care therapeutics addresses indications including eczema, burns, herpes cold sores, and skin cancer. **JUPW** generates revenues from a growing line of proprietary over-the-counter skincare products including its flagship CaniSun™ sunscreen and other wellness brands sold through its robust distribution platform.

JUPW is NASDAQ listed and has an attractive share structure with only 11,410,188 shares are currently outstanding.

• **JUPW Advances Clinical Pipeline of CBD-Based Topical Treatments**

On April 29th **JUPW** announced an update on its clinical pipeline of CBD-based therapeutic topical formulations including JW-100 for the treatment of eczema, JW-200 for skin cancer, JW-300 for burns, and JW-400 for herpes cold sores.

Commenced Patient Enrollment for Skin Cancer: Study Completion Expected Q4 2021

The **JUPW** JW-200 is designed to provide action and relief in the treatment of Actinic Keratosis (AK), the most common precancer that forms on the skin as a result of exposure to ultraviolet (UV) rays. The

objective of this double-blinded, placebo-controlled study is to evaluate the efficacy of JW-200 in both the treatment and prevention of disease, with a primary efficacy endpoint of the percentage of patients with complete clearance of AK lesions. An estimated 120 adults diagnosed with AK will be recruited, with an expected study completion date of Q4 2021.

The Skin Cancer Foundation estimates 58 million Americans have one or more AK lesions that appear as raised, scaly discolored patches on sun-exposed skin. Left untreated, approximately 20% of AK lesions progress to squamous cell carcinoma. The skin cancer treatment market was \$8.19 billion in 2019 and is estimated to reach \$14.55 billion by 2027.

Preparing for Upcoming IND Meeting with U.S. FDA for Eczema Phase I/II Study

JUPW is preparing for a meeting in Q3 2021 with the U.S. Food and Drug Administration (FDA) regarding the Company's Investigational New Drug (IND) application that it expects to file. **JUPW** will propose its clinical protocol for a Phase I/II study based on the efficacy and safety shown in the recently completed exploratory study of JW-100 for the treatment of atopic dermatitis (eczema). The study showed that JW-100 cleared or reduced eczema following two weeks of use in more than half of the subjects, achieving ISGA clear or almost clear (1 or 2) with at least a 2-grade improvement from baseline after treatment, versus 20% and 15% in the CBD-only and placebo arms.

The global eczema market is valued at \$10 billion and is expected to grow at a CAGR of 13% through 2025. Ten percent of the U.S. population, or 31.6 million people, have eczema, and according to [NationalEczema.org](https://www.nationaleczema.org), 86% of people are not satisfied with their current treatment.

JW-400 for Treatment of Herpes Cold Sores Expected to Commence Recruitment Q4 2021

The double-blind, placebo-controlled **JUPW** study is now preparing for recruitment of 40 patients with recurrent herpes labialis infection (HSV) who had their initial infection more than one year prior. The primary endpoint is the duration of the herpes labialis episode. The herpes simplex virus treatment market was \$4.8 billion in 2017. Nearly half of Americans age 14-29 have HSV-1, known as the cold sore virus.

• JUPW Enters into Letter of Intent to Acquire JustCBD and its Affiliates

On April 20th **JUPW** announced it has signed a non-binding Letter of Intent with JustCBD and its affiliates to purchase 51% of JustCBD for \$30 million in cash. Per the Letter of Intent, JustCBD would also receive a put option to sell, at its sole discretion, the remaining 49% of JustCBD to **JUPW** for an additional \$30 million in a combination of **JUPW** common stock (not to exceed 25% of the outstanding shares of **JUPW**) and preferred shares, both valued at \$5.00 per share.

The closing of the transaction is subject to the completion of due diligence, the negotiation and execution of definitive transaction agreements, availability of financing, and any necessary regulatory approvals. There can be no assurance that the transaction will be consummated. A condition of the closing of the transaction is that **JUPW** will enter into a 3-year management operating agreement whereby key members of the JustCBD management team will be retained by **JUPW**. In addition, it is anticipated that JustCBD will receive representation on the **JUPW** board of directors.

JustCBD is a leading global manufacturer, retailer, and wholesaler of consumer CBD products with over 300 SKUs across a wide variety of categories. Preliminary unaudited 2020 consolidated financial statements of JustCBD and its affiliates show approximately \$28 million of revenue. JustCBD has

engaged a leading SEC audit firm to complete its audit, which audit is in process.

JUPW management believes this acquisition will be highly accretive to **JUPW** and its shareholders and puts the Company at the forefront of CBD consumer-related products on the market today.

- **SRM Division Sees Significant Monthly Sales Growth as Global Theme Parks Set to Reopen**

On March 11th **JUPW** announced that SRM Entertainment was on track for the month of March to produce its highest monthly sales since the wholly-owned subsidiary was acquired in December of 2020.

SRM designs manufacture and sell creative products and services globally to customers including Fortune 500 companies with a focus on the hospitality industry and the world's most iconic theme parks in locations including Orlando, Florida, Southern California, and other high-profile cities worldwide.

JUPW made a strategic decision to make an investment in the hard-hit theme park and hospitality industry and acquire SRM to keep a quality operation active through the pandemic. With hospitality venues and theme parks starting to move towards fully re-opening, **JUPW** is seeing a significant increase in purchase orders and shipments.

For additional information on Jupiter Wellness, Inc. (**JUPW**) visit <https://www.jupiterwellnessinc.com/>

All products mentioned in this article are THC-free and compliant with the 2018 farm Bill

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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.

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Media Contact

pubmed

info@pubmed.com

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