Co-Promotion of a New Medical Device for Female Infertility Announced

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SPARTANBURG, S.C., Jan. 18, 2011 /PRNewswire/ -- Norgenix Pharmaceuticals, LLC (www.norgenixpharma.com [1]), a wholly owned subsidiary of Spartanburg-based J M Smith Corporation, and Fertility Focus Limited (www.fertility-focus.com [2]) today announced a partnership for the co-promotion of the Fertiloscope™, a CE marked and 510(k) approved surgical instrument for the early diagnosis and immediate corrective surgery of physical causes of female infertility. Norgenix has exclusive rights to market and distribute the Fertiloscope™ in the United States, as well as US territories and military bases. The product will benefit from the strategic support of Glenveigh Medical (www.glenveigh.com [3]) as well, with whom Norgenix has an existing alliance in the U.S. to promote medical devices developed by Glenveigh.

Norgenix and Fertility Focus also announced a strategic alliance and revealed its first medical device co-promotion, the Fertiloscope™. Norgenix is a North American specialty pharmaceutical, medical device and biotechnology company that engages in the development, commercialization, and sales of products in the women's health arena. Norgenix is licensed to sell, market, and distribute prescription drug products and medical devices in all 50 U.S. states. Fertility Focus is a United Kingdom based company that develops devices aimed at the infertility market.

Developed by the eminent French surgeon Dr. Antoine Watrelot, the Fertiloscope™, is a novel laparoscope for minimally invasive trans-vaginal use in a procedure that is known as Fertiloscopy. The Fertiloscope™ is the only method of primary screening that provides gold standard accuracy in a day-case or office setting. This relatively new surgical technique is used for the early diagnosis and immedi
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