Fuse Science Set to Redefine OTC and Pharmaceutical Delivery with Roll-On Application Technology

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MIAMI LAKES, Fla., Nov. 6, 2012 /PRNewswire/ -- Fuse Science, Inc. (OTCQB: DROP), (www.fusescience.com [1]) an innovative company that possesses proprietary delivery technology set to redefine how consumers receive energy, medicines, vitamins and minerals, today provides further insight into the numerous potential applications of its technology arising from Fuse Science's most recent scientific testing research results.

Fuse Science recently disclosed the results of its research findings which provide proof-of-concept for its proprietary transdermal delivery technology, demonstrating that it can effectively deliver various compounds such as insulin through the epidermis with a simple roll-on application. The Company detailed its perceived ability to completely reinvent the $3 billion dollar patch market by supplanting patches with roll-ons.

Today, Fuse Science further announces that its proprietary technology is also set to potentially redefine the use of oral delivery in several OTC and pharmaceutical categories. "When treating any medical or nutritional condition, the routes of administration chosen may have a profound impact upon the speed and efficiency with which the active takes effect," said David Berkoff, M.D., a practicing physician and member of Fuse Science's Board of Directors. "When medications are taken orally, there can be several disadvantages such as decreased efficacy as actives are destroyed in the stomach, delayed onset which may not be optimal for emergencies, unpleasant taste, and the inability to use oral delivery whether in the unconscious patient or other instances where an alternative delivery method is required."

"No single method of drug administration is ideal for all drugs in all circumstances," said Jeanne Hebert, Vice President Marketing and Clinical Research. "However, there is a distinct advantage of providing a transdermal appl
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