

# NovaBay Pharmaceuticals

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## Amazon now carrying NovaBay Pharmaceuticals' Avenova eye-care product; shares skyrocket

Shares of NovaBay Pharmaceuticals Inc (NYSEAMERICAN:NBY) increased more than six-fold Monday after the company announced that its Avenova eye-care product is now available without a prescription at Amazon.com.

The Emeryville, California-based biopharmaceutical company said customers can purchase Avenova on Amazon.com Inc's (NASDAQ:AMZN) new direct direct-to-consumer online channel.

NovaBay's stock exploded 541% to \$2.04 a share on heavy volume Monday afternoon.

### Treating dry eyes

Avenova, a spray, is designed for the removal of bacteria and debris on and around the eyelid margin that contribute to bacterial eye infections, which represent approximately 85% of the dry eye market, the company said.

"While prescription Avenova continues to be available through retail pharmacies and direct in-office sales by certain eye-care specialists, patients and physicians have asked for greater accessibility to the product," said CEO Justin Hall. "In response, we are launching our new US direct-to-consumer channel, which is a significant step in ensuring easy access at an affordable price."

Avenova, or Avenova Direct as the online version is called, is available from Amazon in the US in a 20 milliliter size for \$29.99, the company said.

-- updates stock price --

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### 1 Year Share Price Graph



October 2019    April 2020    October 2020

### Share Information

**Code:** NBY  
**Listing:** NYSEMKT  
**Sector:** Pharma & Biotech  
**Website:** [novabay.com](http://novabay.com)

### Company Synopsis:

*NovaBay Pharmaceuticals \$NBY is a biopharmaceutical company focusing, commercializing and developing its non-antibiotic anti-infective products to address the unmet therapeutic needs of the global eye care market.*

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