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Sonoma Pharmaceuticals Announces U.S. Commercialization of Loyon® for Relief of Scaling, Burning and Itching Associated with Various Dermatoses Including Seborrhea and Seborrheic Dermatitis

PETALUMA, Calif., Oct. 03, 2017 (GLOBE NEWSWIRE) -- Sonoma Pharmaceuticals, Inc. (NASDAQ: SNOA, warrants SNOAW), a specialty pharmaceutical company that develops and markets unique and effective solutions for the treatment of dermatological conditions and advanced tissue care, today announced the U.S. commercialization of the company's new Loyon® product. Under the supervision of a healthcare practitioner, Loyon is intended to manage and relieve the scaling, erythema, and itching associated with various types of dermatoses including seborrhea and seborrheic dermatitis.

Loyon is a unique and patented combination of the dry emollient Cetiol® CC and the medical silicone oil dimethicone. The liquid compound is very easily applied, absorbs quickly and spreads exceptionally well due to its low surface tension. The product received a new 510(k) clearance from the U.S. Food and Drug Administration in March 2017.

"Chronic inflammatory skin diseases are commonly characterized by well-defined areas of erythematous plaques and scales. It is estimated that 25% of the general population has seborrheic dermatitis and up to 8.5% have psoriasis with the presence of scaling. Many patients can feel stigmatized and suffer from marked physical and psychological disease burden, contributing to significant reduction of quality of life," says Dr. Arnd Jacobi, M.D. and assistant professor at the University Medical Center Hamburg-Eppendorf, Germany. "Providing a fast and effective treatment that will help improve the scaling can only help with this burden and enhance the overall treatment outcome."

Sonoma Pharmaceutical's dermatology division 30-person sales team is currently introducing Loyon to U.S. dermatologists. For more information phone (855) 317-1107 or visit www.intraderm.com.

"Loyon has demonstrated an impressive level of efficacy in the management of scale and itch in multiple dermatoses since first being commercialized in Europe," said Sonoma Pharmaceuticals. "Nearly a quarter of the U.S. population is afflicted with seborrheic dermatitis and we believe Loyon will provide these practitioners with a novel tool to help alleviate the scaling associated with these patients."

About Global Dermatology Market

According to BCC Research, skin conditions are among the most common health problems among most national populations, collectively exceeding the prevalence of conditions such as obesity, hypertension and cancer. The considerable costs of skin diseases include physician visits, hospital care, prescription drugs and over-the-counter products for treating or managing these conditions, as well as indirect costs due to productivity losses.

The global market for skin disease treatment technologies, which reached \$17.1 billion in 2015, should reach \$20.4 billion in 2020, demonstrating a five-year compound annual growth rate (CAGR) of 3.6%. The U.S market for skin disease treatment, which dominates the global market throughout the period, totaled \$7.5 billion in 2015 and should reach \$8.6 billion in 2020, reflecting a five-year CAGR of 2.6%.

About Sonoma Pharmaceuticals, Inc.

Sonoma is a specialty pharmaceutical company that develops and markets unique and effective solutions for the treatment of dermatological conditions and advanced tissue care. The company's products, which are sold throughout the United States and internationally, have improved outcomes for more than five million patients globally by reducing infections, itch, pain, scarring and harmful inflammatory responses. The company's headquarters are in Petaluma, California, with manufacturing operations in the United States and Latin America. European marketing and sales are headquartered in Roermond, Netherlands. More information can be found at www.sonomapharma.com.

Forward-Looking Statements

Except for historical information herein, matters set forth in this press release are forward-looking within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including statements about the commercial and technology progress and future financial performance of Sonoma Pharmaceuticals, Inc. and its subsidiaries (the "Company"). These forward-looking statements are identified by the use of words such as "believe," "achieve," and "strive," among others. Forward-looking statements in this press release are subject to certain risks and uncertainties inherent in the Company's business that could cause actual results to vary, including such risks that regulatory clinical and guideline

developments may change, scientific data may not be sufficient to meet regulatory standards or receipt of required regulatory clearances or approvals, clinical results may not be replicated in actual patient settings, protection offered by the Company's patents and patent applications may be challenged, invalidated or circumvented by its competitors, the available market for the Company's products will not be as large as expected, the Company's products will not be able to penetrate one or more targeted markets, revenues will not be sufficient to fund further development and clinical studies, as well as uncertainties relative to varying product formulations and a multitude of diverse regulatory and marketing requirements in different countries and municipalities, and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission. The Company disclaims any obligation to update these forward-looking statements, except as required by law.

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