



Jaguar Health Subsidiary Napo Pharmaceuticals Launches National “Keep Your Pants On... Unless You Don’t Want To” Campaign to Highlight the Need to Recognize and Treat Diarrhea in People Living With HIV/AIDS

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Campaign Kicks Off with Events at AIDS Walk Los Angeles and Greater Palm Springs Pride as Well as Digital Ads on More Than 25 HIV/LGBT Media Outlets

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 26, 2017-- Jaguar Health, Inc. (NASDAQ: JAGX) (Jaguar), a natural-products pharmaceuticals company focused on developing and commercializing novel, sustainably derived gastrointestinal products for both human prescription use and animals on a global basis, announced today that its wholly-owned subsidiary, Napo Pharmaceuticals, Inc. (Napo), has launched a national campaign—called “Keep your pants on... Unless you don’t want to”—to highlight the need to recognize and treat diarrhea in people living with HIV/AIDS (PLWHA).

The campaign (keep-your-pants-on.com), which was launched to the 10,000 participants in the AIDS Walk Los Angeles event on October 15th, is designed to raise awareness and to engage PLWHA in a fun and light way to discuss a topic that can be embarrassing. The campaign integrates live third-party events, including the upcoming Greater Palm Springs Pride event taking place November 3rd to 5th, with social media on the web, Twitter, and Facebook. Campaign participants are encouraged to use the hashtag #KeepYourPantsOn when posting photos and videos to social media. Napo is also running “Keep Your Pants On” digital ads on more than 25 HIV and LGBT media outlets around the U.S.

“Honestly, talking about HIV-related diarrhea isn’t usually on the list of preferred dinner topics, but after spending too much time sitting on the toilet pondering a less lousy time, I decided I was ready to keep my pants on and talk about the subject with my doctor and anybody else that will listen. And I’m glad I did,” said Josh Robbins, an HIV advocate who advises Napo on social media and interaction with the HIV/AIDS community. “We must get the word out to those living with HIV that it is possible to normalize our gastrointestinal issues—I know, because I did it!”

Mytesi[®] is the first and only antidiarrheal approved by the FDA for the symptomatic relief of noninfectious diarrhea in adults with HIV/AIDS on antiretroviral therapy. Mytesi[®] works by normalizing water flow in the intestines, which is different from other antidiarrheals, and, because Mytesi[®] is not absorbed into the blood stream, it has few side effects and no drug-drug interactions. Mytesi[®] is widely available, and PLWHA who are tired of planning their life around diarrhea can ask their provider for a prescription for Mytesi[®].

About Mytesi[®]

Mytesi[®] (crofelemer) is an antidiarrheal indicated for the symptomatic relief of noninfectious diarrhea in adult patients with HIV/AIDS on antiretroviral therapy (ART). Mytesi[®] is not indicated for the treatment of infectious diarrhea. Rule out infectious etiologies of diarrhea before starting Mytesi[®]. If infectious etiologies are not considered, there is a risk that patients with infectious etiologies will not receive the appropriate therapy and their disease may worsen. In clinical studies, the most common adverse reactions occurring at a rate greater than placebo were upper respiratory tract infection (5.7%), bronchitis (3.9%), cough (3.5%), flatulence (3.1%), and increased bilirubin (3.1%).

More information and complete Prescribing Information are available at Mytesi.com. Crofelemer, the active ingredient in Mytesi[®], is a botanical (plant-based) drug extracted and purified from the red bark sap of the medicinal *Croton lechleri* tree in the Amazon rainforest. Napo has established a sustainable harvesting program for crofelemer to ensure a high degree of quality and ecological integrity.

About Jaguar Health, Inc.

Jaguar Health, Inc. is a natural-products pharmaceuticals company focused on developing and commercializing novel, sustainably derived gastrointestinal products for both human prescription use and animals on a global basis. Our wholly-owned subsidiary, Napo Pharmaceuticals, Inc., focuses on developing and commercializing proprietary human gastrointestinal pharmaceuticals for the global marketplace from plants used traditionally in rainforest areas. Our Mytesi[®] (crofelemer) product is approved by the U.S. FDA for the symptomatic relief of noninfectious diarrhea in adults with HIV/AIDS on antiretroviral therapy. Mytesi[®] is in development for multiple possible follow-on indications, including cancer therapy-related diarrhea; orphan-drug indications for infants and children with congenital diarrheal disorders and short bowel syndrome; supportive care for inflammatory bowel disease (IBD); irritable bowel syndrome (IBS); and as a second-generation anti-secretory agent for use in cholera patients. Canalevia[™] is our lead animal prescription drug candidate, intended for treatment of various forms of diarrhea in dogs. Equilevia[™] is Jaguar’s non-prescription product for total gut health in equine athletes. Canalevia[™] and Equilevia[™] contain ingredients isolated and purified from the *Croton lechleri* tree, which is sustainably harvested. Neonorm[™] Calf and Neonorm[™] Foal are Jaguar’s lead non-prescription animal products. Mytesi[®],

Canalevia™, Equilevia™ and Neorm™ are distinct products that act at the same last step in a physiological pathway generally present in mammals.

For more information about Jaguar, please visit jaguar.health. For more information about Napo, visit napopharma.com.

Forward-Looking Statements

Certain statements in this press release constitute “forward-looking statements.” These include statements regarding planned, potential follow-on indications for Mytesi®. In some cases, you can identify forward-looking statements by terms such as “may,” “will,” “should,” “expect,” “plan,” “aim,” “anticipate,” “could,” “intend,” “target,” “project,” “contemplate,” “believe,” “estimate,” “predict,” “potential” or “continue” or the negative of these terms or other similar expressions. The forward-looking statements in this release are only predictions. Jaguar has based these forward-looking statements largely on its current expectations and projections about future events. These forward-looking statements speak only as of the date of this release and are subject to a number of risks, uncertainties and assumptions, some of which cannot be predicted or quantified and some of which are beyond Jaguar’s control. Except as required by applicable law, Jaguar does not plan to publicly update or revise any forward-looking statements contained herein, whether as a result of any new information, future events, changed circumstances or otherwise.

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KCSA Strategic Communications
Garth Russell, 212-896-1250
grussell@kcsa.com