



Keep Your Pants On Campaign From Napo Pharmaceuticals Chosen as Best HIV-Related Awareness Campaign of 2017 by Healthline

December 1, 2017

Campaign designed to raise awareness of the issue of diarrhea among people with HIV/AIDS and encourage them to speak with their healthcare providers

SAN FRANCISCO--(BUSINESS WIRE)--Dec. 1, 2017-- Napo Pharmaceuticals, Inc. (Napo), a human health company developing and commercializing novel gastrointestinal prescription products from plants used traditionally in rainforest areas, and a wholly-owned subsidiary of Jaguar Health, Inc. (NASDAQ: JAGX) (Jaguar), announced today that its "[Keep Your Pants On... Unless You Don't Want To](#)" (KYPO) campaign was chosen by Healthline as the "Best HIV-related awareness campaign." The KYPO campaign highlights the need to recognize and treat diarrhea in people living with HIV/AIDS.

Healthline, which is the world's fastest growing health information site and has an audience of more than 65 million readers every month, is commemorating World AIDS Day by celebrating and honoring the activists, organizations, and initiatives that help educate and raise awareness about HIV and AIDS in special and meaningful ways with its [annual HIV Influencer Honors](#) program. Other awards were given by Healthline to notable HIV campaigns by U=U, Let's Kick ASS, HIV.gov, and POZ.

"I am elated the team responsible for developing our impactful 'Keep Your Pants On' campaign has been recognized by Healthline. We remain dedicated to serving the HIV and AIDS community as we work diligently to raise awareness among those affected by disease-related diarrhea," stated Lisa Conte, Jaguar's president and CEO. "It is our mission to provide access to Mytesi[®] to all patients living with HIV and AIDS suffering from diarrhea as well as educating their healthcare providers about this first-in-class product and its novel mechanism of action."

The initial concept for the KYPO campaign was developed by Sari Kimbell, Founder and Chief Cultivator at Cultivate Consulting. KYPO was first launched to 10,000 participants during the AIDS Walk Los Angeles event on October 15, 2017. Campaign participants are encouraged to use the hashtag #KeepYourPantsOn when posting photos and videos to social media.

Launched by Napo in October 2016, Mytesi[®] is the only antidiarrheal studied in and U.S. FDA-approved for the symptomatic relief of noninfectious diarrhea in adults living with HIV/AIDS on antiretroviral therapy (ART). Mytesi[®] is a prescription treatment for diarrhea that works differently, by acting locally in the GI tract to normalize the flow of water. Mytesi[®] does not have drug-drug interactions with ART and has side effects that are similar to placebo.

To view the "Keep Your Pants On" campaign, click here: <https://keep-your-pants-on.com>.

To learn more about what you can do about HIV/AIDS-related diarrhea, visit www.mytesi.com.

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 Napo Pharmaceuticals, Inc.

San Francisco-based Napo Pharmaceuticals, Inc. (Napo), focuses on developing and commercializing proprietary human gastrointestinal pharmaceuticals for the global marketplace from plants used traditionally in rainforest areas. Napo is a wholly-owned subsidiary of Jaguar Health, Inc., a commercial stage natural-products pharmaceuticals company focused on developing novel, sustainably derived gastrointestinal products for both human prescription use and animals on a global basis.

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

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