Paladin Labs Announces the Canadian Launch of Dynamiclear Rapid™

February 2, 2015

MONTREAL, Feb. 2, 2015 /CNW/ -- Paladin Labs Inc., a subsidiary of Endo International plc (NASDAQ: ENDP) (TSX: ENL), announced today the launch of Dynamiclear Rapid™, a new over-the-counter (OTC) topical single application cold sore product.1

Dynamiclear Rapid's patented formula may provide symptomatic relief of cold sores. The product requires only a single application per outbreak. It does not need a prescription and will be available on pharmacy shelves.

It is estimated that 80% of Canadians are infected with the Herpes Simplex Virus-1 (HSV-1) and one-third of those infected individuals, representing 8.5 million Canadians, will suffer from recurrent cold sore outbreaks.2 According to IMS Health, the Canadian OTC topical wholesale market for the treatment of cold sores totaled over $10 million in 2013.3

"We are excited to announce the Canadian launch of Dynamiclear Rapid™," said Mark Beaudet, President of Paladin Labs Inc. "Its innovative single application mode of administration will appeal to patients with cold sore outbreaks who are looking for a convenient option."

Paladin obtained the exclusive rights to market and sell Dynamiclear Rapid™ in Canada from Sci-Chem International.

About Dynamiclear Rapid™
Dynamiclear Rapid™ is a topical natural health product that may provide symptomatic relief of cold sores. Granted a natural health product number (NPN) in November 2013, Dynamiclear Rapid™ is the first cold sore product that can be used in one convenient application per outbreak. This product may not be right for you. Always read and follow the label.

About Paladin Labs Inc.
Paladin Labs Inc., headquartered in Montreal, Canada, is a specialty pharmaceutical company focused on acquiring or in-licensing innovative pharmaceutical products for the Canadian market. Paladin has a focused marketing and sales organization that has helped it evolve into one of Canada's leading specialty pharmaceutical companies. Paladin is an operating company of Endo International plc (NASDAQ: ENDP) (TSX: ENL), a global specialty healthcare company focused on improving patients' lives while creating shareholder value. Learn more at www.endo.com.

References
1Dynamiclear Rapid Packaging, 2014.
2Recurrent Herpes Labialis Assessment and Non-prescription Treatment, 2005, CCCEP #268-0405
3IMS Health CDH Data

Forward-Looking Statements

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and Canadian securities legislation. Statements including words such as "believes," "expects," "anticipates," "intends," "estimates," "plan," "will," "may," "look forward," "intend," "guidance," "future" or similar expressions are forward-looking statements. Because these statements reflect Endo's current views, expectations and beliefs concerning future events, these forward-looking statements involve risks and uncertainties. Although Endo believes that these forward- looking statements and information are based upon reasonable assumptions and expectations, readers should not place undue reliance on them, or any other forward- looking statements or information in this news release. Investors should note that many factors, as more fully described in the documents filed by Endo with securities regulators in the United States and Canada including under the caption "Risk Factors" in Endo's Form 10-K, Form 10-Q and Form 8-K filings with the Securities and Exchange Commission and with securities regulators in Canada on System for Electronic Document Analysis and Retrieval ("SEDAR") and as otherwise enumerated herein or therein, could affect Endo's future financial results and could cause Endo's actual results to differ materially from those expressed in forward-looking statements contained in Endo's Annual Report on Form 10-K. The forward-looking statements in this press release are qualified by these risk factors. These are factors that, individually or in the aggregate, could cause Endo's actual results to differ materially from expected and historical results. Endo assumes no obligation to publicly update any forward-looking statements, whether as a result of new information, future developments or otherwise, except as may be required under applicable securities law.

SOURCE Endo International plc

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