

# Voyageur Pharmaceuticals' Brent Willis on Becoming First Domestically Produced Radiology Drug Company

written by InvestorNews | January 24, 2025

January 24, 2025 – In a recent interview with Investor.News host Tracy Hughes, Brent Willis, President, CEO, and Director of [Voyageur Pharmaceuticals Ltd.](#) (TSXV: VM), discussed the company's significant progress over the past year and outlined its future plans. Willis highlighted the company's successful 2024, where they achieved major milestones including the development of all necessary formulations for their barium contrast products. The company also announced a pending partnership with a major pharmaceutical company to accelerate development of CT and MRI drugs, enhancing Voyageur's vertical integration strategy—from sourcing minerals to producing radiology drugs. “North America is dependent on, so we're going to be the first domestically produced radiology drug company,” Willis stated, emphasizing the importance of their role in a market valued at over \$6 billion annually.

Furthermore, Willis touched upon the strategic importance of a Letter of Intent (LOI) [signed](#) with a multinational pharmaceutical company, explaining its potential to bring credibility and financial backing to Voyageur, which is crucial as the demand for radiology drugs rises with the increasing use of X-ray, CT, and MRI scanners. He noted, “having a big pharma partner coming in with you really gives credibility to everything that we're doing and it's going to allow us to finance all our operations.” In addition, Voyageur has made

strides in the international market by securing its first sales contract in Latin America worth between \$2.4 million and \$2.6 million Canadian for one of their Health Canada licensed products, Smooth X. This marks a significant step towards their plans to launch sales in the U.S. by 2026, following FDA approvals.

To access the complete interview, [click here](#)

Don't miss other InvestorNews interviews. Subscribe to the InvestorNews YouTube channel by [clicking here](#)

## About Voyager Pharmaceuticals Ltd.

Voyageur, a Canadian public company trading under the symbol VM on the TSXV, is in development of barium and iodine Active Pharmaceutical Ingredients (API) and intends to offer high-performance, cost-effective imaging contrast agents. With a strategic focus on vertically integrating the barium and iodine contrast markets, Voyageur aims to become a key player by producing its own barium, iodine, and new endohedral fullerene drugs (C60). Voyageur has developed five barium contrast products that have Health Canada licenses.

Voyageur's business plan is set to generate cash flow by partnering with established third-party GMP pharmaceutical manufacturers in Canada thereby ensuring the validation of its products by regulatory agencies worldwide. As Voyageur solidifies its presence in the market, it plans to transition into a high-margin domestic manufacturer of radiology drugs, further expanding its revenue streams.

At the core of its operations, Voyageur owns a **100%** interest in the Frances Creek barium sulphate (barite) project. Currently, the world's pharmaceutical barium sulphate is almost entirely

synthetically produced which management believes results in a less effective imaging quality product. Voyageur's Frances Creek resource boasts a rare and exceptional grade mineral suitable for the pharmaceutical marketplace that Voyageur believes will replace the current synthetic products with higher quality lower cost imaging products.

Voyageur's ambitious vision is to become the first vertically integrated company in the radiology contrast media drug market. By controlling all primary input costs, from the sourcing of raw materials to final production, Voyageur intends to ensure quality and cost efficiency. With its approach, it embodies the motto of **"From the Earth to the Bottle,"** highlighting Voyageur's commitment to responsible sourcing and manufacturing practices.

To learn more about Voyageur Pharmaceuticals Ltd., [click here](#)

**Disclaimer:** *Voyageur Pharmaceuticals Ltd. is an advertorial member of InvestorNews Inc.*

*This interview, which was produced by InvestorNews Inc. ("InvestorNews"), does not contain, nor does it purport to contain, a summary of all material information concerning the Company, including important disclosure and risk factors associated with the Company, its business and an investment in its securities. InvestorNews offers no representations or warranties that any of the information contained in this interview is accurate or complete.*

*This interview and any transcriptions or reproductions thereof (collectively, this "presentation") does not constitute, or form part of, any offer or invitation to sell or issue, or any solicitation of any offer to subscribe for or purchase any securities in the Company. The information in this presentation is provided for informational purposes only and may be subject to updating, completion or revision, and except as may be*

required by applicable securities laws, the Company disclaims any intent or obligation to update any information herein. This presentation may contain “forward-looking statements” within the meaning of applicable Canadian securities legislation. Forward-looking statements are based on the opinions and assumptions of the management of the Company as of the date made. They are inherently susceptible to uncertainty and other factors that could cause actual events/results to differ materially from these forward-looking statements. Additional risks and uncertainties, including those that the Company does not know about now or that it currently deems immaterial, may also adversely affect the Company’s business or any investment therein.

Any projections given are principally intended for use as objectives and are not intended, and should not be taken, as assurances that the projected results will be obtained by the Company. The assumptions used may not prove to be accurate and a potential decline in the Company’s financial condition or results of operations may negatively impact the value of its securities. This presentation should not be considered as the giving of investment advice by the Company or any of its directors, officers, agents, employees or advisors. Each person to whom this presentation is made available must make its own independent assessment of the Company after making such investigations and taking such advice as may be deemed necessary. Prospective investors are urged to review the Company’s profile on [SedarPlus.ca](http://SedarPlus.ca) and to carry out independent investigations in order to determine their interest in investing in the Company.