

# Brent Willis on Voyager Pharmaceuticals' Shift to Innovative Barium Contrast Formulations and an FDA Update

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September 17, 2024 – In a recent interview with InvestorNews host Tracy Hughes, Brent Willis, President, CEO, and Director of [Voyager Pharmaceuticals Ltd.](#) (TSXV: VM), discussed the company's shift towards creating innovative pharmaceutical formulations and its strategic focus on vertical integration. Voyager, a Canadian company specializing in barium and iodine Active Pharmaceutical Ingredients (API), is [advancing](#) its business model by filing new drug applications under the FDA 505(b)(2) pathway, which allows the use of existing data from similar drugs to expedite approval. "This allows us to go to the FDA with new drugs on our five barium contrast products, which are currently Health Canada approved and set to generate revenue this year in Canada," Willis explained.

Willis also emphasized Voyager's unique position in the contrast media market, which is projected to double in the next decade due to increasing chronic diseases and aging populations. He discussed the company's Frances Creek project, noting that they have discovered one of the highest-grade barium sulfate deposits, enabling them to produce their own minerals and drugs. "What propels our growth is a tenfold decrease in mineral costs," Willis noted, referencing the stark cost difference between importing and producing their own barium sulfate. As the company moves toward production, Willis projected significant revenue growth, potentially reaching up to \$10 million next

year, with the long-term goal of capturing 30% of the market.

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## **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 offers high-performance, cost-effective imaging contrast agents. With a strategic focus on vertically integrating the barium and iodine contrast market, Voyageur aims to become a key player by producing its own barium, iodine, and new endo fullerene drugs.

Voyageur's business plan is set to generate cash flow by partnering with established third-party GMP pharmaceutical manufacturers in Canada, 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.

Voyageur is committed to sustainability and environmental stewardship. Voyageur envisions a future where reducing carbon emissions is the norm, and to achieve this, it will build state-of-the-art carbon-capture infrastructure utilising the Rain Cage *EDEN™* system. By investing in carbon capture energy sources and sustainable manufacturing practices, Voyageur aims to generate revenue from carbon captured "advanced carbon production" to accelerate growth. Voyageur's unwavering commitment to the environment sets it apart as a pioneer in the industry.

At the core of its operations, Voyager owns a 100% interest in the Frances Creek barium sulphate (barite) project. Currently, the worlds pharmaceutical barium sulphate is almost entirely synthetically produced resulting in a less effective imaging quality product. Voyager's Frances Creek resource boasts a rare and exceptional grade mineral suitable for the pharmaceutical marketplace that will replace the current synthetic products with higher quality 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 the final production, Voyageur ensures 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](#)

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