

DEVIATIONS FROM ETHICAL DRUG PROMOTION IN INDIA

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Abstract

The promotion of drugs must be in compliance with the regulations and laws of the country in which they are promoted. Promotion of drugs following ethical standards is required to allow doctors to prescribe the drugs rationally and minimize the risks for patients. But in developing countries like India, doctors rely on drug promotional material for their source of information. Doctors access these promotional materials either through sales representatives or drug advertisements in medical journals. An extensive analysis was conducted of drug advertisements in medical journals in India. The claims made in the advertisements, and the extent of information given in the advertisements were compared against the WHO's criteria for ethical drug promotion. It was found that the majority of the advertisements published do not comply with WHO's ethical criteria as most of them lacked one or another required drug information. The findings of the study lead to suggestions of measures that can be taken by Indian government organizations to ensure ethical promotion of drugs.

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Introduction

Drug promotion involves all the information and persuasive activities of the manufacturers and distributors, mainly intended for the supply, and purchase of drugs either to patients or health care professionals. The main purpose of setting ethical standards is to make the promotional materials more reliable, accurate, and up-to-date and to minimize the misuse of drugs^{1,2}.

According to the WHO Expert Committee, advertisements should contain the name of the active ingredient, brand name, content of active ingredient per dosage form or regimen, other ingredients that may cause a problem, therapeutic uses, dosage form, side effects, precautions, contraindications and drug interactions³.

WHO's ethical criteria also prohibit offering gifts and financial incentives to doctors and the use of scientific and educational activities for promotional purposes¹.

Ethical criteria for the promotion of medicinal products may differ from country to country. Acceptability depends on the political, economic, social, cultural, educational, scientific, and technical situations, therapeutic traditions, and development level of the health care system of a country. Also, the promotion of drugs must be in compliance with the regulations of the country following the ethical guidelines³.

Some countries require the drug promotional materials to contain complete information while other countries require only a brief summary of the drug¹. However, the basic, ethical principle underlying drug promotion is the same in all countries - the promotional material must be reliable and accurate. It should not disguise the original nature of the drug³.

DEVIATIONS FROM ETHICAL DRUG PROMOTION

Drug advertisements in India have been seen promoting therapeutic uses and exaggerating the positive effects of the drug to increase sales. They have been seen to downplay the risks and to omit critical information for the safe prescription of the drug. Physicians relying on such advertisements may prescribe inappropriate drugs to their patients².

Hence, the extent of deviations in promoting drugs to healthcare professionals, and patients, and the impact of these drug promotions on the prescribing behavior of physicians, is of significant concern.

Background

Drug advertisements published in medical journals and promotional materials from sales representatives should contain the drug information as recommended by WHO. In India, however, most of the drug promotional materials do not have all the suggested information⁴. Promotional materials for drugs have been seen with therapeutic uses but not information on drug interactions, contraindications, and side effects.²

Sales representatives often visit physicians with sample drugs, token gifts, drug brochures, and reminder advertisements that give the name of a drug, but not the drug's uses.⁵

Samples of older drugs are given for free, in large quantities, to doctors in India. As there is no regulation on the distribution of samples, this distribution of drugs and promotional materials by the sales representatives in the name of drug promotion may influence the prescribing behavior of physicians.^{2,6}

Forms of Drug Promotion

Promotion of drugs may involve visits to doctors by medical representatives promoting their drugs. It may also be through magazines, medical journals, newspapers, radio ads, and Direct-to-Consumer Advertisements by pharmaceutical companies.⁶

DTCA. Direct-to-Consumer Advertisements target the public directly through broadcast and print advertisements.⁷

There are mixed opinions on Direct-to-Consumer Advertisements, as some argue the need for the public to know about the drug's properties. The knowledge would allow an earlier diagnosis of any diseases, and aid in getting better treatment. Saskatoon urologist Peter Barret

said that knowledge about drugs may intervene with the treatment, and patients may want the drugs of their own choice. It may be a burden for the doctors to explain why the drug prescribed to their patients is more appropriate. However, many agree on regulatory approval of the ads before they are aired or printed.^{7, 8}

In recent times, there is an increased health concern among the public, aided in part by the wealth of information available on the Internet. Hence, people are seeking more drug information⁹.

The marketing of drugs to consumers is done mainly through television, newspapers, magazines, and the radio. Today, various pharmaceutical companies are promoting their drugs through digital media, including web-sites, online display advertising, search engine marketing, social media campaigns, and mobile advertising.⁷

Direct-To-Consumer Advertisements are banned in India on Schedule H and Schedule X drugs. Schedule H drugs are sold only with a prescription from a registered medical practitioner¹⁰. Schedule X drugs are narcotic and psychotropic drugs which cause delusion, hallucination, psychosis, sedation, and hypnosis.¹¹

But due to the accessibility of Internet, some Schedule H drugs are being marketed directly to consumers in India. The drugs seen commonly in DTC advertisements include antacids, antiflatulents, cold rubs, analgesic balms, creams, vitamins/tonics/health supplements, medicated skin treatments, analgesic/cold tablets, antiseptic creams/ liquids, and glucose powders.¹²

Printed forms of advertisements. For a general practitioner, the most visible of all the sources of information are printed advertisements. The commonly seen ways of printed

advertisements include direct mail advertisements which are booklets or leaflets that advertise a branded drug, handouts by medical representatives during visits to doctors, advertisements in medical journals, newspapers and magazines targeting doctors.¹³

Journal advertisements. Doctors often misinterpret the impact of journal advertisements, on their prescribing behaviors. However, the more a drug is seen in journals, the more it is recalled by doctors and they prescribe it more often¹⁴. The advertisements in journals are visually appealing, and the inclusion of references increases a drug's credibility with doctors. Hence, most of the pharmaceutical companies include references in their journal advertisements.¹⁵

In 1996, a study on the advertisements published in the Indian edition of BMJ was conducted by B. Gitanjali, et al¹⁶. The local edition of BMJ published in India had been available since 1986. The 116 advertisements published in five issues of BMJ India from August to December 1992 were compared to 87 advertisements published in four issues of the British edition in March 1993. The advertisements were studied for indications for treatment, dosage, precautions, contraindications, adverse effects, prices of the drugs, the postal address of the drug company, and whether or not the claims made in the advertisements were referenced.¹⁶

It was found that many drug advertisements published in the Indian edition made false claims and did not include all the drug information as proposed by WHO. The generic name was absent in 19 (16%) of the Indian advertisements and none of the British advertisements; scientific information was inadequate in 23 (20%) of Indian and in three (3%) of British advertisements. An address for further information was provided in 76 (66%) Indian and 80 (92%) British advertisements. The price was mentioned in 76 (66%) Indian and 84 (97%)

British advertisements. In addition, ten randomly selected advertisements published in the Indian edition were sent to a clinical pharmacologist from Britain, a member of the medical therapeutic committee in Victoria, Australia, and a pharmaceutical advisor to the International Organization of Consumers Unions (now Consumer International) in Malaysia. They found that all the advertisements were misleading or made unsubstantiated claims. As per B. Gitanjali, et al, for its local editions, BMJ should have stringent codes for advertising and follow WHO's ethical criteria.¹⁶

Regulatory Agencies for Drug Promotion in India

Drug promotion in India is regulated primarily through voluntary codes by industry and medical organizations. When making these codes the industry associations did not include certain aspects of drug promotion or made them vague, allowing wide latitude for drug promotion. They focused on increasing the sales and profits for the industry. As a result voluntary codes lack transparency and omit large areas of drug promotion.¹⁷

Given the huge number of products are available on the market, selection of the right drug and its proper use is an increasingly difficult task for health care professionals. The availability of scientific therapeutic information is essential for drugs to be prescribed rationally. But the misleading information available outweighs scientific therapeutic information. Hence the regulatory agencies need to ensure that all health professionals have access to appropriate information.⁶

Medical representatives through their weekly or monthly visits distribute samples and attractive eye-catching brochures to physicians. Pharmaceutical companies claim their new formulations to be superior to existing, effective and inexpensive products with which

prescribers and consumers are familiar. This motivates unwary doctors prescribe new products without verifying whether the claims made are justified⁶. The use of ineffective, poor quality, harmful medicines may result in therapeutic failure, exacerbation of the disease, resistance to medicines and sometimes even death. Misuse may result in loss of confidence in health systems, health professionals, and pharmaceutical manufacturers. Hence governments need to establish strong regulatory authorities to ensure that the drug promotion is regulated effectively.⁶

IFPMA (International Federation of Pharmaceutical Manufacturers & Associations). The IFPMA code of pharmaceutical marketing practices, written in 1981, is a self-regulatory code for ethical conduct and promotion. It was established before the WHO's ethical criteria on medicinal drug promotion which was written in 1988. This code includes standards for the ethical promotion of pharmaceutical products to health care professionals and other stakeholders, such as medical institutions and patient organizations. The code aims at the provision of scientific and educational information about products to health care professionals, and encourages appropriate use¹⁸. The IFPMA code of 2007 placed more restrictions on gifts offered by medical representatives, and the sponsorship by companies for health care professionals to attend events. This code applies to all drugs. IFPMA regularly monitors compliance of companies by the Code Compliance Network (CCN). The CCN is comprised of individuals from the member companies and associations experienced in the application of industry codes. The experts from CCN also exchange best practices in code compliance and implementation. They discuss advancements and drawbacks in drug promotion strategies.^{18, 19}

According to the IFPMA Code of Practice:

- Pharmaceutical companies must provide accurate, balanced, and scientifically valid data on products. Promotion must be ethical, accurate, balanced and must not be misleading.
- Information in promotional materials must support proper assessment of the risks and benefits of the product and its appropriate use.
- Pharmaceutical companies' interactions with stakeholders must at all times be ethical, appropriate and professional. Nothing should be offered or provided by a company in a manner or on conditions that would have an inappropriate influence.¹⁹

OPPI. Organization of Pharmaceutical Producers of India established in 1965, is an association of research and innovation driven pharmaceutical companies in India. The member companies are committed to the ethical standards set out in this code. It plays a major role in guiding drug promotional activities by pharmaceutical companies in India. The OPPI is a signatory to the IFPMA code. The OPPI has adapted the IFPMA code to provide local guidelines.¹⁹

The OPPI code includes standards for ethical promotion of pharmaceutical products to healthcare professionals and helps ensure that member companies' interactions with healthcare professionals and other stakeholders, such as medical institutions and patient organizations, are appropriate and perceived as such. OPPI member companies must comply directly with applicable national codes as, and when, they come into existence.¹⁹

According to OPPI, the promotion of drugs should be transparent, the interaction of companies with healthcare professionals should be beneficial to patients and it should encourage

the appropriate use of pharmaceutical products. The promotional materials should be accurate and not misleading; the information should be consistent across labeling, packaging, leaflets, datasheets, and all promotional material. Promotion should be capable of substantiation either by reference to the approved labeling or by scientific evidence. Such data should be made available upon request to healthcare professionals.¹⁹

WHO. The World Health Organization issued ethical criteria on medicinal drug promotion in 1988. In accordance to the ethical criteria the advertisements should contain:

- The name of the active ingredient(s) using either international nonproprietary names (INN) or the approved generic name of the drug;
- The brand name;
- Content of active ingredient(s) per dosage form or regimen;
- Name of other ingredients known to cause problems;
- Approved therapeutic uses;
- Dosage form or regimen;
- Side-effects and major adverse drug reactions;
- Precautions, contraindications and warnings;
- Major interactions;
- Name and address of manufacturer or distributor;
- Reference to scientific literature as appropriate.¹

Drugs and Magic Remedies Act. In India, the Drugs and Magic Remedies Act of 1954 (objectionable advertisements) plays a major role in curbing the advertisements that mislead the true properties of the drug. The Act prohibits the advertisement of certain drugs for:

- prevention of conception,
- maintenance or improvement of the capacity of human beings for sexual pleasure,

- correction of menstrual disorders in women.²⁰

Central Ethical Committee. To tackle the unethical promotion of drugs a Central Ethical Committee was formed. The Central Ethical Committee constitutes an Expert Committee at central level in New Delhi. It collects and reviews the complaints and other information related to misleading and confusing advertisements received from professionals and the public. The information is then sent to the various state drug control authorities. The drug control authorities through the Drugs and Magical Remedies Act take necessary legal action on unethical advertisements.⁶

The Central Ethical Committee compiles and publishes data on unethical practices and discrepancies in promotional material. It disseminates the information to health professionals. It reports on unethical promotion to the FDA and request remedial action.⁶

Process of Banning drugs in India. The Drugs Technical Advisory Board (DTAB) is the highest decision-making body under the Union health ministry on technical matters. It is the final authority on imposing a ban on drug. The Drug Technical Advisory Board, through its executive committee, reviews a drug and imposes a ban on a drug if the drug has harmful effects. The Deputy Drug Controller General of India (DCGI) notifies all state drug authorities, chemist associations and manufacturers about the ban on the drug.²²

DCGI also informs Indian Medical Association (IMA) about the ban order. It publishes the names of banned drugs in the IMA newsletter. The IMA news letter has wide reach and is fast in disseminating the information to state branches from where it is accessible to doctors. These banned drugs are also published in the British Medical Journal and the New England Journal of medicine.²²

Methods

A search for drug advertisements in Indian pharmaceutical journals was done in Gandhi Medical hospital in Hyderabad, India. The medical journals that were published in 2013 that were available in the library were chosen. Thirteen journals were available in the library. Among them four journals that do not have any drug advertisements were excluded from the study. From the remaining nine journals the latest issue of the journal that was available on the date of the library visit was reviewed.

Only peer reviewed journals and those listed in Pubmed were considered for the study. Advertisements pertaining to medical equipment and surgical appliances were excluded.

The pharmaceutical journals studied included:

- 1) Indian Journal of pharmaceutical sciences, Year 2013 (Sep-Oct), Volume 75, Issue 5
Readership: Pharmacists, pharmacologists
- 2) Indian Journal of Public health, Year 2013 (Oct-Dec), Volume 57, Issue 4
Readership: Public health physicians, social workers, paramedical personnel, nurses, policy makers
- 3) Indian Journal of dermatology, venereology, and leprology , Year 2013 (May-June), Volume 79, Issue 3
Readership: Dermatologist, cosmetologists, venereologists, leprologists, trichologists, pediatricians and internists
- 4) Indian Pediatrics, Year 2013 (December), Volume 50, Issue 12
Readership: Pediatricians
- 5) Indian Journal of Ophthalmology, Year 2013 (March), Volume 61, Issue 3
Readership: Ophthalmologist, optometrists
- 6) Indian Journal of Surgery, Year 2013 (Oct), Volume 75, Issue 5
Readership: Surgeons

- 7) Indian Journal of Tuberculosis, Year 2013 (July), Volume 60, Issue 3

Readership: members of the WHO, International Union against Tuberculosis and Lung Diseases (IUATLD), as well as all the State and District Tuberculosis Officers in India.

- 8) Indian journal of Allergy, Asthma, and Immunology, Year 2013 (July-Dec), Volume 27, Issue 2

Readership: Doctors of all specialties, Aerobiologists, Microbiologists, Biotechnologists, Immunologists

- 9) Indian journal of Nephrology, Year 2013 (Sep-Oct), Volume 23, Issue 5

Readership: Nephrologists

The World Health Organization proposed criteria for ethical standards in drug advertising. It has been 21 years since the WHO Expert Committee first published its Ethical Criteria for Medicinal Drug Promotion. These were proposed to form the basis for model national legislation to enable governments to improve national regulatory standards for pharmaceutical promotion. They applied to prescription drugs, over-the-counter drugs, and any other product promoted as medicine. The criteria could be used by government, the pharmaceutical industry, the advertising industry and people of all walks of life¹. Hence the criteria for drug promotion by WHO is taken as the standard and each of the advertisements were analyzed to check if it had all the drug information per the criteria.

In accordance with the WHO Expert Committee, drug advertisements should usually contain:

- 1) Legible text
- 2) Brand name
- 3) Active ingredients
- 4) Therapeutic uses
- 5) Dosage Form
- 6) Adverse Drug Reactions or Side Effects

- 7) Precautions, warnings and contra-indications
- 8) Drug interactions
- 9) Address of the manufacturer¹

Of the 104 advertisements, the drugs that belong to Schedule H were identified and analyzed separately. Schedule H drugs are sold only with a prescription from a registered medical practitioner.¹⁰ These drugs are restricted from self medication as they might have varied effects on public safety. Hence the advertisements pertaining to these drugs are analyzed separately.

Results

The 104 advertisements that were found in the nine pharmaceutical journals were compared to the WHO's criteria for drug advertisements.

The findings from the 104 advertisements are summarized in Table 1. The Appendix contains images of all these advertisements.

Table 1. Content of Selected Advertisements Compared to WHO Guidelines

S.no	DRUG	Generic Name	Prescription Only Drugs	Legible Text	Brand Name	Active Ingredients	Therapeutic Uses	Dosage Form	Adverse Drug Reactions or Side Effects	Precautions, warnings, contra-indications	Drug interactions	Address of the manufacturer
1	Tusq-dx	Chlorpheniramine maleate		X	X	X	X					X
2	Nupod	Cefpodoxime	X	X	X	X	X					
3	Tonact Tonact-TG	Atorvastatin Atorvastatin+Fenofibrate	X	X	X	X	X					
4	Harty	Docosahexaenoic acid	X	X	X	X	X					
5	Clopitab	Clopidogrel	X	X	X	X	X					
6	Ramistar	Ramipril	X	X	X	X	X					
7	Pinom	Olmesartan	X	X	X	X	X					
8	Ascoril	Terbutaline	X	X	X		X					
9	Reswas	Levodropropizine		X	X	X	X	X				
10	Zyrcold	Ambroxol		X	X	X	X					X
11	Sylkam	Etizolam	X	X	X		X	X				
12	Healsat+	Diclofenac	X	X	X	X	X					X

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S.no	DRUG	Generic Name	Prescription Only Drugs	Legible Text	Brand Name	Active Ingredients	Therapeutic Uses	Dosage Form	Adverse Drug Reactions or Side Effects	Precautions, warnings, contra-indications	Drug interactions	Address of the manufacturer
13	Zerodol s/ Zerodol sp	Acetofenac, Serratiopeptidase, Paracetamol	X	X	X	X	X					
14	T u s q - X	Terbutaline		X	X	X	X					X
15	Supamove	Diclofenac	X	X	X	X	X					
16	Havmax-forte		X	X	X		X					
17	Dailyshine			X	X		X	X				
18	Lornid-IP		X	X	X	X	X					X
19	T a t k a a l			X	X	X	X					X
20	B-g-prot l			X	X		X	X				
21	Mecoblend	Folic Acid (Vit B9)		X	X	X	X					
22	B - c o l e n	B i o t i n		X	X		X					X
23	Orovit active	R u t i n		X	X		X					X
24	Zerodol-p	Acetofenac + Paracetamol	X	X	X	X						
25	Folera-MD	Methylcobalamin		X	X	X	X					X
26	Preglac-kit			X	X	X	X					X
27	Tonabolin-XT	Ferrous Ascorbate	X	X	X	X	X					X
28	B - p r o t i n	Folic acid (vit b9)		X	X		X					X
29	D - p r o t i n	Folic acid (vit b9)		X	X		X					X
30	P r o - P L	Protein + Carbohydrates + Fat + Minerals + Vitamins		X	X		X	X				X
31	H u n t r e d			X	X	X	X					
32	Clenol -LB	Clindamycin	X	X	X	X	X					
33	Cymet plus	Metoprolol	X	X	X	X	X					

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S.no	DRUG	Generic Name	Prescription Only Drugs	Legible Text	Brand Name	Active Ingredients	Therapeutic Uses	Dosage Form	Adverse Drug Reactions or Side Effects	Precautions, warnings, contra-indications	Drug interactions	Address of the manufacturer
34	Sensodent-KF	Potassium nitrate/sodium monofluorophosphate	X	X	X	X	X					X
35	Hexidine	Chlorhexidine	X	X	X	X	X					X
36	X y z a l	Levocetirizine	X		X		X	X	X	X		X
37	A t a r a x	Hydroxizine	X		X	X	X	X	X	X		X
38	Candid-B	Clotrimazole and Beclomethasone	X	X	X	X	X					X
39	Dermogem			X	X	X	X					X
40	Panderm+	Clobetasol Propionate		X	X		X					X
41	Halosys-S	Halobetasol	X	X	X	X	X					
42	S t a t o r	Atorvastatin	X		X		X	X	X	X	X	X
43	M e l n o r a			X	X		X					
44	D e l e t u s	Dextromethorphan	X	X	X	X	X	X	X	X	X	X
45	Solvin cold	Phenylephrine		X	X	X	X					
46	Solvin cough	Dextromethorphan		X	X	X	X					
47	Novex-DS	Ormeloxifen	X	X	X		X	X				X
48	Z o m e l i s	Vildagliptin	X	X	X	X	X					X
49	Starfix-OF	Cefixime, Ofloxacin	X	X	X	X	X					X
50	U d - l i f e	Ursodeoxycholic acid	X	X	X		X					X
51	Cognistar	Cerebroprotein hydrolysate	X	X	X		X					X
52	Sorbitrate	Isosorbide dinitrate	X		X		X	X	X	X	X	X
53	Gluformin	Metformin	X		X	X	X	X	X	X		X
54	T r i b e t	Pioglitazone	X		X	X	X	X	X	X	X	X

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S.no	DRUG	Generic Name	Prescription Only Drugs	Legible Text	Brand Name	Active Ingredients	Therapeutic Uses	Dosage Form	Adverse Drug Reactions or Side Effects	Precautions, warnings, contra-indications	Drug interactions	Address of the manufacturer
55	<i>Leada, rone, tiskio, ricol, kf-4, zel-100 dt</i>		X	X	X	X	X					X
56	Entax-AZ	Cefixime & azithromycin	X	X	X	X	X					X
57	Zathrin	Azithromycin	X	X	X		X					
58	Zitrobid-CF	Cefixime, azithromycin	X	X	X	X	X					X
59	Starfix-AZ	Cefixime + Azithromycin	X	X	X	X	X					
60	A - p h y l	Acebrophylline	X	X	X		X					
61	Liv.52 HB			X	X		X	X				X
62	Wakfree	Diacerein	X	X	X	X	X					X
63	Nacnano	Diclofenac	X	X	X	X						
64	Systaflam gel	Diclofenac	X	X	X		X					
65	<i>Systaflam-MR capsules</i>	Thiocolchicoside	X	X	X	X	X					
66	Dailycal ortho			X	X	X	X					
67	C y r a - d	Rabeprazole + Domperidone		X	X	X	X					
68	C y r a	Rabeprazole		X	X	X	X					
69	Dexorange	Ferric ammonium citrate	X	X	X	X	X					
70	Omilcal forte	Tribasic Calcium Phosphate		X	X	X	X					X
71	Newtel	Telmisartan	X	X	X		X					
72	Amscard	Amplodipine	X	X	X	X	X					
73	S t r e a			X	X		X					
74	Oscicare	Glucosamine sulphate potassium chloride	X	X	X		X					
75	Venusia			X	X		X					X
76	A f - k	Ketoconazole & zinc pyrithione	X	X	X	X	X					

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S.n o	D R U G	Generic Name	Prescription Only Drugs	Legible Text	Brand Name	Active Ingredients	Therapeutic Uses	Dosage Form	Adverse Drug Reactions or Side Effects	Precautions, warnings, contra- indications	Drug interactions	Address of the manufacturer
77	Physiogel		X	X	X		X					X
78	Zimivir	Valacyclovir	X		X		X	X	X	X	X	X
79	Momate- XL	Mometasone furoate	X	X	X		X					X
80	Triglow – M	Hydroquinone	X		X	X	X	X	X	X	X	X
81	Bontress	C a p i x y l		X	X	X	X					
82	Atopiclair		X		X		X					X
83	Follihair			X	X		X	X				
84	Sorvate/Sorvate c	Calcitriol/ calcitriol & Clobetasol propionate	X		X	X	X	X	X	X		X
85	Pycnogenol		X	X	X		X					X
86	Grilinctus	Guaifenesin	X	X	X		X					X
87	Monlevo	Montelukast+levocetizine	X	X	X	X	X					X
88	Divigel	E s t r a d i o l		X	X	X	X					X
89	Alprocontin	Alprazolam	X		X	X	X	X	X	X	X	X
90	Z o l a m	Alprazolam	X	X	X		X					X
91	Fenaplus	Diclofenac + paracetamol	X	X	X	X	X					
92	Metolaz	Metolazone	X	X	X	X	X					X
93	Genevac – B	Recombinant hepatitis b vaccine	X	X	X		X					X
94	Calcirol	Cholecalciferol		X	X		X					X
95	Relaxyl	Mephenesin		X	X		X					X
96	Rabipur	Rabies antiserum	X	X	X	X	X	X	X	X	X	X
97	S c c - 4		X	X	X		X					

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S.no	DRUG	Generic Name	Prescription Only Drugs	Legible Text	Brand Name	Active Ingredients	Therapeutic Uses	Dosage Form	Adverse Drug Reactions or Side Effects	Precautions, warnings, contra-indications	Drug interactions	Address of the manufacturer
98	Thyrobest	Thyroxine sodium	X	X	X		X					
99	Beta s	Beta glucans	X	X	X	X	X					
100	Cancure duo	Asparagin, asparagamine, beta glucan & swertian	X	X	X	X	X					
101	L i v R	Oleanolic acid, swerlactones & amarogentine	X	X	X	X	X					
102	Redement	Oleanolic acid, bacoside & saponins	X	X	X	X	X					
103	R e g e n	Chondroitin sulphate, glucosamine hydrochloride, apocynin	X	X	X	X	X					
104	Stemact	Andrographide & satavarin	X	X	X	X	X					

Table 1. The 104 drug advertisements and generic names and the WHO's ethical criteria seen in each of the advertisement. An X in a box indicates that the advertisement contained the suggested criteria. The drugs that belong to Schedule K were also indicated by X in the column labeling "Prescription Only Drugs". Copies of the advertisements may be found in the Appendix by the S.no.

The advertisements in Table 1 were summarized by compliance with WHO's ethical criteria. The number of all drugs satisfying each of the ethical criteria as well as the number of prescription only drugs satisfying the criteria are provided in Table 2.

Table 2: Advertisements Satisfying Each of the WHO Ethical Criteria.

WHO Criteria Considered for the Study	No of Ads Satisfying the Criteria in all - 104 (% of All Ads)	Prescription Only Drugs- 71 (% of All Ads)	Others- 33(% of All Ads)
Legible text	93 (90%)	60 (84%)	33 (100%)
Brand name	104 (100%)	71 (100%)	33 (100%)
Active ingredients	65 (62%)	47 (66%)	18 (54%)
Therapeutic uses	102 (98%)	69(97%)	33 (100%)
Dosage form	20 (19%)	14 (20%)	6 (18%)
Adverse drug reactions or side effects,	12 (11%)	12 (17%)	0 (0%)

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Precautions, warnings, contra-indications	12(11%)	12 (17%)	0 (0%)
Drug interactions	8 (7%)	8 (11%)	0 (0%)
Address of the manufacturer	55 (52%)	36 (51%)	19 (57%)

Table 2. The number and percentages of drug advertisements satisfying each of the WHO criteria. The advertisements and their percentages were also presented for prescription only drugs and others.

Among the advertisements presented in Table 1 the drug advertisements on Relaxyl gel, Zerodol p, Nacnano, Grilinctus were found twice that is in two different journals. Hence only one advertisement per drug (Relaxyl gel, Zerodol p, Nacnano, Grilinctus) was considered for the study and listed in Table 1.

Among the drug advertisements studied, all of the 104 drug ads possessed brand name. Only 19% of them possess drug dosage information, 11% possess precautions/contraindications, and 11% of the ads possess adverse effects. In approximately 52% of the drug ads, the pharmaceutical company's address was seen (Table 2).

In the analysis of drug advertisements based on prescription only drugs and others, legible text was found in 84% of drugs in prescription only drugs and 100% in others. Side effects/Adverse drug reactions and contraindications were found in 17% of the advertisements in prescription only drugs and 0% in others. Drug interactions were found in 11% of prescription only drugs and 0% in others

In the advertisements studied, a few included claims such as “superior efficacy”, “proven to be safe”, “first time in India”, “complete relief”, “free from side effects”, “pure”, “sure bet”, and “widely prescribed brand” without supporting evidence. The advertisements with such claims are listed in Table 3.

Table 3: Advertisements with Misleading Claims

Drug	Claims Made in the Advertisement	Indications
Tusq – dx	Total cough relief	For symptomatic relief from dry cough ²⁶
Zerodol	Strikes out pain and traumatic swelling	Pain and swelling ²⁸
Zerodol –p	Extra speed and power	Head ache, pain and fever ²⁹
Tusq – x	The ideal expectorant	Bronchodilation, asthma ²⁷
Supamove cream	First time in India a therapeutic breakthrough – osteoarthritis	Muscles and joint pains, Rheumatoid Arthritis, tendonitis/Trauma Osteoarthritis ²⁷
Tatkaal	World's only Side effect free contraceptive pill	Contraceptive pill ²⁶
Wakfree	Rebuilds cartilage Restores elasticity of cartilage Relieves pain No pain just walk	Osteoarthritis ²⁹
B-colen	Family is now complete	Rapid weight loss, malnutrition- vit b supplement ²⁶
Orovit active	Ideal choice for Pcos management	Pcos ²⁷
B-protin	Complete nutrition that tastes best	
D-protin	For diet compromised diabetic patients	
Pro-pl	Comprehensive nutrition for healthy mother and healthy baby	Pregnancy and lactation ²⁷
Clenol-LB	Put full stop to vulvo vaginal infections for the first time in India cleno-lb	
Sensodent kf	Widely prescribed brand by dentists, extra foaming	Dental caries prophylaxis, hypersensitive teeth ²⁵
Hexidine	Gingivitis, oral hygiene, tonsilitis, sore throat, Pharyngitis, icu patients	Gingivitis, cleansing skin and wound areas ²⁸
Xyzal	Most prescribed anti histamine in chronic urticaria	
Dermogem	A legend gateway to restore skin vitality	
Stator	Statin adds 2 years to life	High cholesterol ²⁷
Solvincold	Cold, cough and fever for young and old	Cold in adults ²⁹
Solvin cough	Dry cough in adults and children	
Sorbitrate	For anginaphylaxis, trusted therapy for more than 5 decades	Angina ²⁸
Tribet	Sure bet for better control, efficacy similar to insulin+metformin	

DEVIATIONS FROM ETHICAL DRUG PROMOTION

Drug	Claims Made in the Advertisement	Indications
Emtax-az	Combination is more effective than cefixime or azithromycin alone	
Zathrin – Azithromycin	Purity redefines cure, superior clinical efficacy, simplified dose, best quality azithromycin with widest dosage range.	Pharyngitis, tonsillitis, sinusitis ²⁹
Hunt red	Gold standard iron therapy with added advantage, dysfunctional uterine bleeding, post hysterectomy	Anemic, vitamin deficiency ²⁹
Pinom	Achieve rapid blood pressure goals	Low blood pressure ²⁶
Clopitab	Lifeline uninterrupted	
Harty	Aao fit rahe (Stay fit)	
Liv.52 hb	Efficacy comparable to interferons & antivirals Well tolerated and safe compared with interferons & antivirals -free from harmful side effects such as Bone marrow depression, pancreatitis & peripheral neuropathies, neurovegetative syndrome. Devoid of toxicity following acute and repeated administration.	
Nac nano	India's 1st diclofenac gel with nano technology	
Systaflam gel	Better patient compliance with bigger benefits	Topical anti-inflammatory and analgesic. ²⁵
Systaflam-MR capsules	Superior protection	Anti inflammatory ²⁶
Oscicare	Stimulates cartilage regeneration, stops cartilage degeneration	Osteoarthritis, rheumatoid arthritis ²⁶
Omilcal forte	Optimum ratio of Ca & P	
Relaxyl	Complete relief from low back pain	Low back pain ²⁹
Newtel	Essential hypertension, hypertension with diabetes, diabetic nephropathy, hypertension with LVH	Hypertension ²⁵
Amscard	First Indian brand of amlodipine, cardiac care on merit	Angina pectoris, Hypertension mild/moderate, Prinzmetal angina ²⁵
Cymet plus	For effective 24hr BP control	
Strea	Under eye problems could be a nightmarish experience for your patients	
Zimivir	High bioavailability & convenient dosing for Herpes	Herpes ²⁶
Triglow cream	First time in India triple combination with microsphere	
Melnora	Reverses gray hair	

DEVIATIONS FROM ETHICAL DRUG PROMOTION

Drug	Claims Made in the Advertisement	Indications
Bontress	Stimulates hair growth , prevents hair loss	
Atopiclair	Clinically proven to be safe and effective in adults, children and infants	
Follhair	Stop hair fall, promote hair growth, increase hair density	
Divigel	The only thing you will see is the results	
Alprocontin	Consistent performance, simplified OD treatment, low abuse potential, lower inter dose anxiety. Smooth & consistent anxiolytic effect.	
Zolam	Soothes the restive mind round the clock.	
Fenaplus	Powerful, yet safer.	
Metolaz	Significantly reduces both systoloc and diastolic BP Works even when GFR is low. For the first time in India a versatile antihypertensive diuretic	
Genevac-b	Proved superior efficacy, the name you can trust	
Calcirol	India's 1st vit d3, 100 million patients are benefitted with calcirol, so rich in vit D3 it's like the second sun	
Rabipur	Pure, powerful protection	
Scc4+ pouch	Simplest way to treat TB 99.6% sputum conversion rate in 60 days	
Stemact	Protection that is proven	
Redement	Experiencing 30's in 60 s	

Table 3. Drug advertisements that were observed with exaggerated or false claims without supportive references.

Discussion

Any advertisements with incomplete or misleading information may influence the prescribing behavior of the doctor and pose a risk to patients.

In the above analysis, none of 104 drug advertisements complied with the WHO's ethical standard as they lack one or more required information. Only 11% of the advertisements included adverse events and side effects (Table 2). These findings indicate that pharmaceutical companies are not publishing possible adverse events of drugs.

Very few of the reviewed advertisements (12) had precautions, warnings, and contraindications. Only eight advertisements were seen publishing the drug interactions (see Table 2). Thus, physicians who rely on drug advertisements in medical journals may prescribe such drugs without indicating precautions and warnings to their patients. This may be of serious concern as patients may take the drug lacking required information.

About 19% of the advertisements did not contain dosage information in the ads which may lead to inappropriate drug usage. Active ingredients of the drugs were seen in only 62% of the advertisements (Table 2). The other advertisements did not have active ingredients mentioned; thus, the doctors were provided with insufficient information on the drug's contents.

The drug advertisements were analyzed based on the drugs that are available only on prescription (Schedule H) and others that are not part of Schedule H as they might have varied effects on public safety. Of the 104 drug advertisements 71 were found to be available only on prescription (Schedule H) and 33 were not Schedule H drugs.

Little difference was found in the percentage of advertisements with dosage form, active ingredients, and therapeutic uses were found in prescription only drugs and others. But the drug advertisements that are not part of Schedule H did not have contraindications/precautions/drug interactions/side effects. Hence the drugs that are not prescription only drugs did not have all the information as proposed by WHO.

In the advertisements listed in Table 3, claims such as superior protection, complete relief, free from side effects, pure, extra power, most trusted, etc., are made without supporting references. Claims on safety include free from side effects, safer, clinically proven to be safe were made without proper scientific evidence. This may influence the treatment choices by physicians. The claims pertaining to efficacy include proved superior efficacy, 99.6% of sputum conversion (SCC+ pouch), powerful, protection that was proven. Thus, a few of the advertisements were seen with exaggerated claims and a few others are with false claims.

The misleading advertisements are seen in the form of an expansion of indications or an exaggeration of efficacy and also seen downplaying the seriousness or the incidence of adverse reactions. Such misleading information creates a wrong perception of the efficacy and safety of products among prescribers and consumers.

The drug promotional material form one of the important sources of information for physicians. One of the reasons may be the lack of time to critically appraise the advertised drug. Physicians may prescribe the drug when influenced by the misleading or false claims made in the advertisement. Therefore, physicians should not completely rely on promotional literature as a source of drug information.

The International Federation of Pharmaceutical Manufacturers Association adopted a revised version of IFPMA Code of Practice in 1994 on ethical drug marketing. The pharmaceutical firms marketing drugs in developed countries generally seem to be following the guidelines. But the same drugs were marketed for other indications in India²³. Therefore pharmaceutical companies need to take initiatives to regulate the unethical drug promotional practices while marketing the drugs in India.

Health care providers need to be informed by regulatory authorities, and urged to report any misleading drug advertisements as in FDA's BAD AD program. In FDA's program, health care professionals are asked to recognize any misleading and illegal information in drug advertisements and report them to the FDA. The FDA then evaluates all the reports, and if any of the advertisements are seen violating the regulations, the FDA will take action to stop the misleading drug promotion²⁴.

The impact of drug promotional literature can be lessened by educating undergraduate students, interns and resident doctors, on how to analyze the promotional literature as they are the one who interacts with pharmaceutical representatives. It would make them learn to focus in a practical way on treatment goals when making prescribing decisions, and to develop their own personal formulary for commonly treated conditions.

Conclusion

It was found that in India pharmaceutical companies are publishing drug advertisements without complete information recommended by WHO (see Table 1 and Table 2). Only 12 advertisements out of the 104 advertisements reviewed contained adverse drug reactions/side effects and contraindications/precautions/warnings. Doctors should not completely rely on drug advertisements as a source of information on new drugs. They should be cautious while accepting the claims made in the advertisements. Healthcare professionals should get involved in the reporting of misleading drug promotions to the regulatory authorities, and the authorities reviewing and banning the ads may lessen unethical drug promotion.

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Appendix: Advertisements

1. Tusq-Dx

In Dry Cough **CODEINE FREE**

TusQ-Dx

100 ml
TusQ-Dx
LIQUID
FOR DRY COUGH
WITH
DEXTROMETHORPHAN

Each 5ml Contains
Dextromethorphan HBr IP 15 mg
Chlorpheniramine Maleate IP 2 mg
Phenylephrine Hcl IP 5 mg
Mentholated Syrupy Base q.s.

Available As
Sugar Free Separately

Total Cough Relief

BLUE CROSS

World Class Quality Medicines At Affordable Prices

Full Prescribing information: available on request from:
BLUE CROSS LABORATORIES LTD.
Peninsula Chambers, P.O. Box No. 16360, Lower Parel, Mumbai 400 013
www.bluecrosslabs.com

2. Nupod

In RTI & Acute Otitis Media*

Nupod

50/100 Dry Syrup
CV 100 DT

Keeps up the fight

With its amoxicillin offers better patient compliance

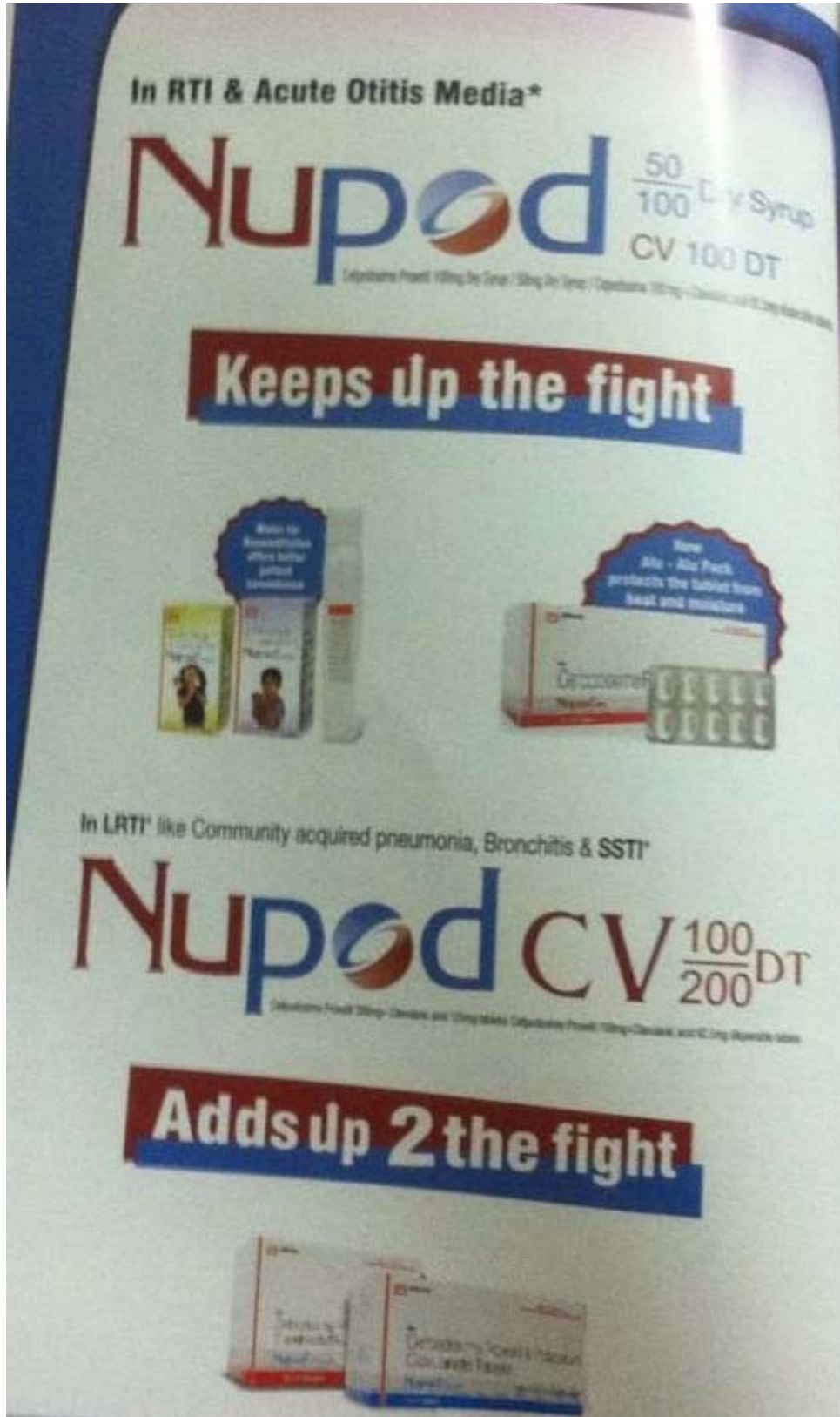
New Air - Air Pack protects the tablet from heat and moisture

In LRTI* like Community acquired pneumonia, Bronchitis & SSTI*

Nupod CV

100/200 DT

Adds up 2 the fight



The advertisement is a vertical poster for Nupod. At the top, it states 'In RTI & Acute Otitis Media*'. The main product name 'Nupod' is in large, stylized letters. To its right, '50/100 Dry Syrup' and 'CV 100 DT' are listed. Below this is a red banner with the slogan 'Keeps up the fight'. Two product images are shown: a box of Nupod 50/100 Dry Syrup and a box of Nupod CV 100 DT. The first image has a callout bubble saying 'With its amoxicillin offers better patient compliance'. The second image has a callout bubble saying 'New Air - Air Pack protects the tablet from heat and moisture'. Below this, it says 'In LRTI* like Community acquired pneumonia, Bronchitis & SSTI*'. The second product name 'Nupod CV' is in large letters, with '100/200 DT' to its right. At the bottom is another red banner with the slogan 'Adds up 2 the fight'. Two boxes of Nupod CV 100/200 DT are shown at the bottom.

3. Tonact/Tonact - TG



4. Harty



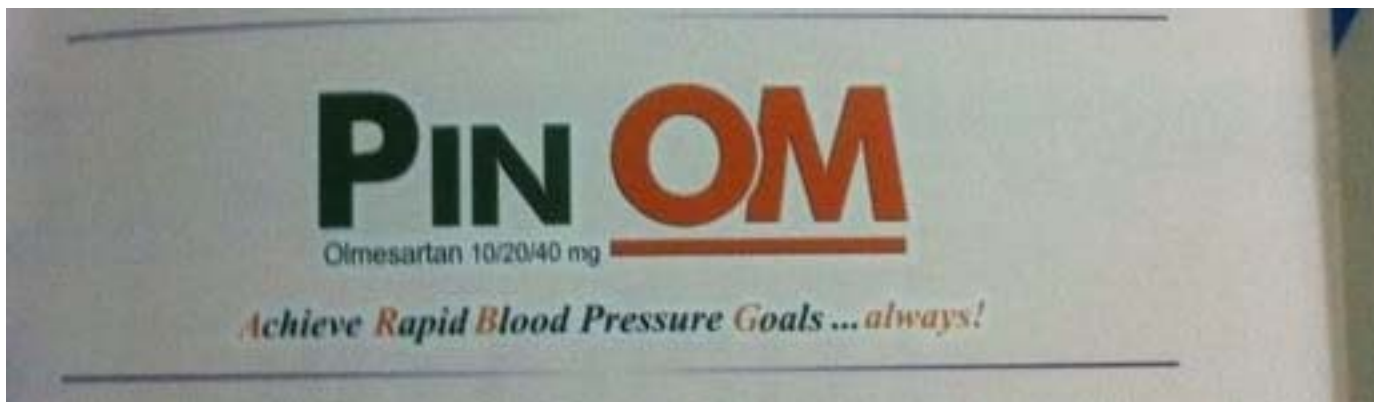
5. Clopitab



6. Ramistar



7. Pinom



8. Ascoril



9. Reswas



10. ZyrCold

In
Respiratory Infection

RTI CLAV™

The Right Choice In **RTI**

**CLAVulanic acid quality
is the key**


In
Productive and Allergic Cough

ZyrCold

Clarithromycin 5mg + Ambroxol 60mg Tablet/Syrup per 10ml

In combination
with antibiotics

Please refer to full prescribing information before usage

 Inspired by patients.
Driven by science.

Lundbeck India Pvt. Ltd. Reg. 12467246. Website - www.lundbeck.com

11. Sylkam

DR. REDDY'S

In patients suffering from Anxiety

Sylkam

Etizolam tablets 0.25/0.5/1 mg

Restores the Rhythm of life

Dosage
0.25-0.5 mg b.i.d/t.i.d
1mg- B.I.D/O.D max 2mg/day

Etizolam Tablets 0.5 mg
Sylkam[®] 0.5

12. Healsat+

For traumatic
pain and inflammation


HEALSAT+

Trypsin 48 mg, Bromelain 90 mg, Rutoside Trihydrate 100 mg &
Diclofenac Sodium 50 mg Tabs

- Maintains optimal immune functions and wound healing.
- Offers activity in broad pH range.
- Offers anti-edematous & anti-phlogistic actions.

Indications

- Wounds and scars
- Muscles and joint pains
- Rheumatoid Arthritis
- Osteoarthritis
- Sports injuries
- Tendonitis / Trauma



For business enquiries, please contact:

Vensat Bio

For rest of India : # 516, Ring Road Mall, Sector-3, Mangalam Place, Rohini, New Delhi - 110 085.
Ph. No. - 011-45629244 (5Lines), Fax - 011 - 47021067 E-mail : vensat_bio@rediffmail.com,
Mobile & SMS : 0990095 53527 / 099587 74419.

13. Zerodol s/ Zerodol sp

In Pain & Fever associated
with Cough & Cold

ipca

Rx
Zerodol-S
Aceclofenac 100 mg & Serratiopeptidase 15 mg Tablets
Strikes out Pain & Swelling

Rx
Zerodol-SP
Aceclofenac 100 mg, Serratiopeptidase 15 mg & Paracetamol 500 mg Tablets
Strikes out Pain & Traumatic Swelling

The advertisement features a man in a light blue shirt holding a white tablet. The background is a light, textured grey. The text is arranged in two main sections, one for Zerodol-S and one for Zerodol-SP. The IPCA logo is in the top right corner. The overall design is clean and professional, typical of pharmaceutical marketing.

14. Tusq-X

In Productive Cough

TusQ-X[®]



Each 5ml Contains
Terbutaline Sulphate IP 1.25 mg
Bromhexine Hcl IP 4 mg
Guaiphenesin IP 50 mg
Mentholated Syrupy Base q.s.

Available As
Sugar Free Separately

The Ideal Expectorant

BLUE CROSS

15. Supamove

In the Management of
Osteoarthritis of Knee Joint

Supamove Cream

Move ahead... Live Life FortiFried

FIRST TIME IN INDIA
GFC ADVANTAGE
A Therapeutic Breakthrough



The advertisement features a photograph of an elderly man in a white shirt and blue trousers, captured in a batting stance on a cricket field. In the background, another person is visible. Below the photograph, two tubes of Supamove Cream are displayed, showing the product's packaging and branding. The overall design uses a clean, professional layout with a mix of red, blue, and white colors.

16. Havmax-forte

*Supplement for health
and energetic living*

HAVMAX-FORTE
Amino Acids & Vitamins Capsules

INDICATION:

- ▶ Reduced physical & mental efficiency.
- ▶ Stress, weakness,
- ▶ Convalescence,
- ▶ Improper diet,
- ▶ Old age, injury, poor immuno competence, general debility.

Over 300 Products
DCGI APPROVED

Maximizes life

For Franchisee Details:
SMS 09880545202

The advertisement features a background of green leaves and white flowers. At the top, there are three ripe strawberries. A large red ribbon is tied around the middle of the page. In the bottom left, a family of three (a woman, a child, and a man) is sitting on the floor, smiling. In the bottom right, there is a box of Havmax-Forte capsules. The text is arranged in a clear, readable layout with various fonts and colors to attract attention.

17. DailyShine

In Vitamin-D Deficiency

DailyShine

Ergocalciferol (Vitamin D₃) 2000 I.U. Chewable Tablets
(in Pineapple Flavour)

A.C.D. Advantage...

Appropriate Daily Dosage of 2000 I.U.
Chewable Tablets for Better Patient Compliance.
Delicious Flavour of Pineapple for Better Patient Acceptance.

**Too Much Shine is Now Available
@ Too Little a Price
₹ 2.45/Tab.**

Shining Days are Back Again

SYSTOPIC

18. Lornid-IP

DCGI permission available

LORNOXICAM + PARACETAMOL
(Long Acting + Short Acting)

Lornid-IP
Tablets

LORNOXICAM 8 mg + PARACETAMOL 325 mg
LORNOXICAM 4 mg + PARACETAMOL 325 mg

Quicker time to onset of pain relief

A higher magnitude of analgesic effect

Lornid-IP-CX
Lornoxicam 8 mg
Paracetamol 325 mg
Chlorzoxazone 250 mg

Lornid-IP-SP
Lornoxicam 4 mg
Paracetamol 325 mg
Serravallo's 25 mg

Our New Plant of Nonsteroidal Anti-inflammatory Drugs

19. Tatkool



20. B-G-Prot L

WOCKHARDT

5 Decades of Trust and A New Improved Formula

Available in 120 ml & 450 ml

Dose
15 ml BID
Before meal

B-G

B-G-PROT L ELIXIR
6.4 fl. oz. (187 ml)

TONE CONTAINS
MULTIVITAMIN & B12,
BETHA AND FOLIC ACID,
WITH ESSENTIAL AMINO ACIDS
L-CYSTEINE AND DMC
AND INOSITOL

Manufactured by
Wockhardt Pharmaceuticals Pvt. Ltd.
107, D-1, C-Block,
Sector-14, Gurgaon - 122001,
Haryana, India

100% PURELY VEGETARIAN AND NON-TOXIC

B-G-PROT L

The Great Vitalizer with Lysine & Zinc Advantage

For faster recovery... Add **B-G-PROT L** in every Rx ...

21. Mecoblend



22. B-Colen



23. Orovit active

Women become Oh...Men

OROVIT[®] active

The ideal choice for PCOS Management...

- 1 in 10 women has PCOS
- PCOS affects 3 to 10% of the Female population
- PCOS – first & foremost reason of female infertility

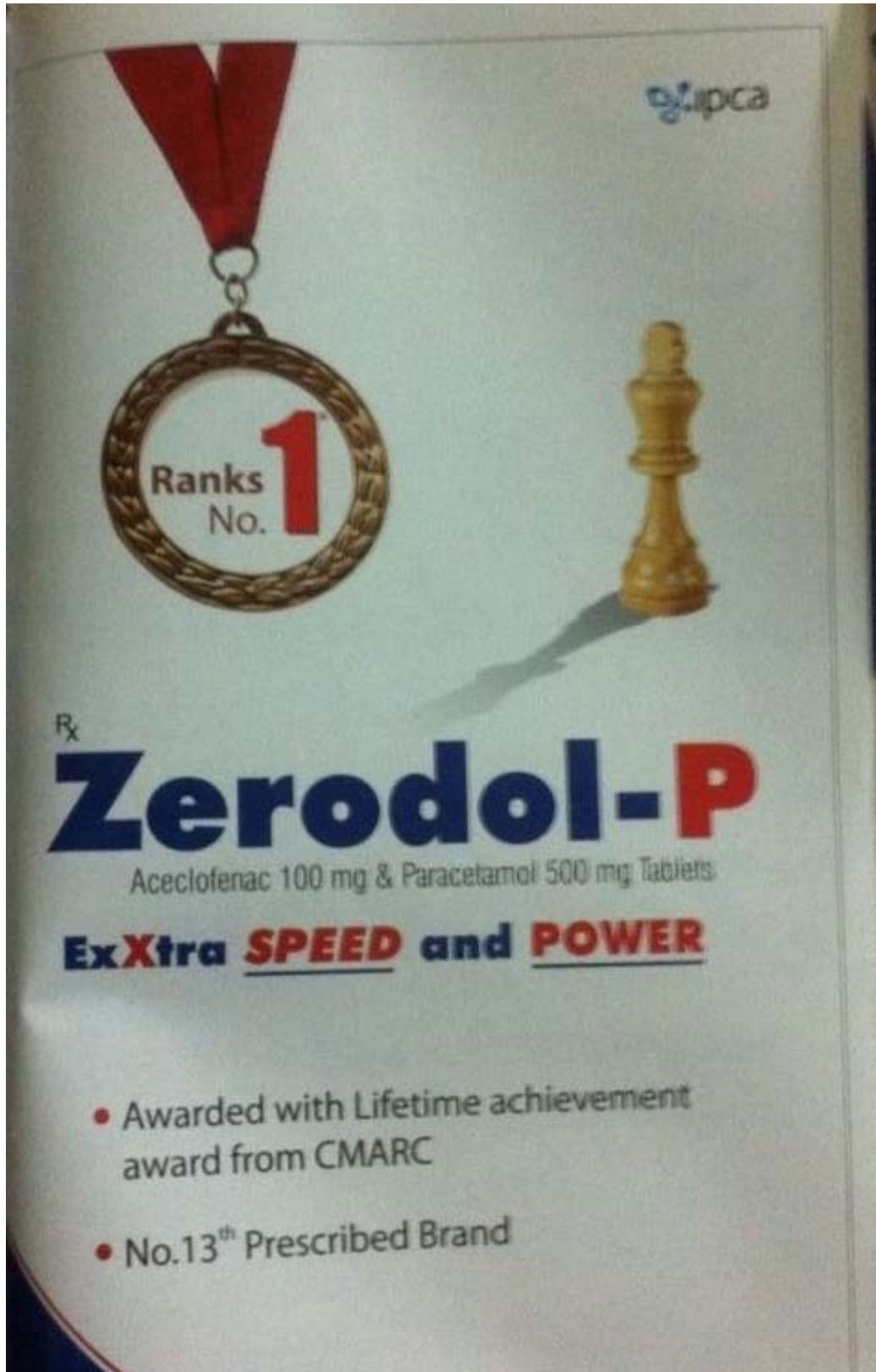
Best drug to take alongside with lifestyle modification of

Phosphatidyl Serine, Bromelain, Biotin, Silymarin, Lecithin, Lactin, Methylcobalamin, Lycopene and Vitamin B6 Tablets

DOMINION
Pharma India Pvt. Ltd.

Full line up list of all pharmaceutical products available at DOMINION PHARMA INDIA PVT. LTD. For more information visit our website: www.dominionpharma.com

24. Zerodol-p



The advertisement for Zerodol-P features a gold medal with a red ribbon on the left, inscribed with "Ranks No. 1". To the right is a chess king piece. The IPCA logo is in the top right corner. The product name "Zerodol-P" is prominently displayed in blue and red, with "Rx" above it. Below the name, the ingredients "Aceclofenac 100 mg & Paracetamol 500 mg Tablets" are listed. The slogan "ExXtra SPEED and POWER" is written in bold, with "SPEED" and "POWER" underlined. At the bottom, two bullet points highlight awards and brand ranking.

IPCA

Ranks No. 1

Rx
Zerodol-P
Aceclofenac 100 mg & Paracetamol 500 mg Tablets.

ExXtra SPEED and POWER

- Awarded with Lifetime achievement award from CMARC
- No.13th Prescribed Brand

25. Folera-MD

Complete Antenatal Care

Folera-MD

DHA (200mg)
Ensures Visual & Neuronal Development

Folic Acid (5mg)
Ensures Healthy Fetus Development

Methylcobalamin (750mcg)
Strengthens Nerves & Restores Normal Functioning of Nerve

- Each capsule coated with **Chocolate Flavour**
- Masks the after taste
- Improves Patient Compliance

Each capsule coated with **Chocolate Flavour**

Masks the after taste

Improves Patient Compliance

Contains:
Capsules of Folic Acid,
Methylcobalamin & DHA
Folera-MD
100 Capsules

Ensures

Total Health Care Development

26. Preglac-Kit

Tradition gives way to
Modern innovation

1st Iron and **Calcium** kit in India

PREGLAC-KIT[®] Tab
(Ele Iron 115mg + Ele Calcium 500mg + Heamopoetic Factors)



Unique Advantages

- You can be sure patient gets both iron and calcium - *Prescribing Convenience*
- Iron & Calcium Marked Morning & Night and arranged separately - *Intake convenience*
- Both Iron and Calcium per day cost only Rs. 5.80 - *Price Convenience*

PREGLAC-KIT[®]
100% care during Pregnancy & Lactation

Unique CMD Technology

PTA-40[®]
Paracetamol - 40 mg Tablets

PTA-D
Paracetamol - 40 mg (Brown coated Tablets)
+ Domperidone - 30 mg (Uncoated white Tablets)

M.C.P. Technology

LETZIT[®] Tab
Levocetirizine 5mg

LETZIT-M Tab
Montelukast 10mg+Levocetirizine 5mg

LETZIT M-KID Tab
Montelukast 4mg+Levocetirizine 2.5mg

Gen-Biotec | **ZUVAN**
Divsion of Health and Biotechnology | Divsion of Pharmaceuticals
No. 1, Old No. 4, In. Road, Vaidyanthapuram Main Road, Kattappadiyapuram, Kattappadiyapuram, Chennai-600 034
mail: genbiotec@gmail.com

27. Tonabolin - XT

" India has highest number of anaemia cases in the world "

Swiss-Forming

TONABOLIN-XT
ZINC SULPHATE 22.5 mg TABLETS
FERRIC ASCORBATE EQ. TO ELEMENTAL IRON 100 mg, FOLIC ACID 1.5 mg

SOURCE: National Family Health Survey Report

THE HAEMATINIC BASKET



TONABOLIN
FERRIC ASCORBATE B-COMPLEX WITH ZINC SULPHATE SYRUP

TONABOLIN-XT
FERRIC ASCORBATE EQ. TO ELEMENTAL IRON 30 mg AND FOLIC ACID 900 mcg / 5 ml SUSPENSION

CALHEM
TRICALCIUM PHOSPHATE 150 mg, FERRIC FUMARATE 200 mg, ZINC SULPHATE 50 mg, FOLIC ACID 1.5 mg AND VITAMIN B₁₂ 7 mcg CAPSULES

UNIRON-S
IRON BICARBONATE EQ. TO ELEMENTAL IRON 50 mg / 2.5 ml & 200 mg / 5 ml INJECTION

UNIFOL
FOLIC ACID 15 mg, CYANOCOBALAMIN 500 mcg AND NICOTINAMIDE 200 mg INJECTION

UNIJULES
UNIJULES LIFE SCIENCES LTD., 1505/1, UNIVERSAL SQUARE, SHANTINAGAR, NAGPUR - 440 002.
TEL: 0712-2760272 FAX: 0712-2760272. WEB: www.unijules.com

28. B-Protein



29. D-Protein

For Diet Compromised Diabetic Patients

Caring diabetics for over 2 decades

D-PROTIN™

The Diabetic meal trusted for over 2 decades

Gluten Free

Benefits of

- Protein
- Soluble fiber
- Sucralose
- Low glycemic index
- Essential vitamins & Minerals
- Chromium, Zinc & Selenium

Dosage: 2 TBSF twice daily in 200 ml lukewarm milk or water

Available in Chocolate & Vanilla flavour

British Biologicals
The Protein People
A Global Nutraceutical Company

30, 10th main, Ashoka Pillar road, H Block, Jayanagar, Bangalore - 560011, India
www.britishbiologicals.com An ISO 22000: 2005 certified, GMP Certified

30. Pro-PL

PRO-PL
Protein for Pregnancy & Lactation

Comprehensive Nutrition for
Healthy Mother & Healthy Baby

- Enriched with DHA & GLA
- 27 Vitamins & Minerals
- Gluten Free
- Good Quality Protein Soya & Whey
- High Calories
- Contains Natural Saffron

Available in:
Chocolate, Vanilla, Caramel

Dosage:
Two tablespoons (30 gm) twice daily
with 200 ml lukewarm water or milk

An Expert In Natal Care Nutri

British Biologicals
The Protein People
A Global Nutraceutical Company

30, 10th Floor, ...
www.britishbiologicals.com
An ISO 9001:2015 Certified Company

31. HuntRed

CHOOSE THE BEST SCIENTIFIC BLEND OF HAEMOPHETIC FACTORS IN ANEMIA

HuntRed[®] Z

Iron 100 mg + Folic Acid 1.5 mg + Zinc 22.5 mg Tab

For your convenience: Gold standard Iron therapy with added Zinc advantage

- Pregnancy and lactation
- Postpartum care
- Dysfunctional Uterine Bleeding
- Post Myomectomy

Hunt for Red Ends

Altississ
Dedicated to Women's Healthcare

32. Clenol- LB

Put Full Stop to Vulvo - Vaginal infections & Its recurrence...

For 1st time in India

Clenol-LBTM

Clotrimazole 100mg, Clotrimazole 100mg & Lactis Acid Bacillus 1.5 billion spores, Vaginal Suppositories

- Vulvo-Vaginal infections during Pregnancy
- IUD associated Vaginitis
- Infection due to contraceptive usage
- Infection due to antibiotic and corticosteroid usage

15 billion spores of LAB restores normal Vaginal Flora and prevents Recurrence

The advertisement features a woman in a business suit with her arms raised in a gesture of triumph or relief. The background is a light purple and white gradient.

33. Cymet plus



34. Sensodent KF

The medicated dental gel
with cosmetic appeal

Widely prescribed brand by Dentists

SENSODENT KF
Potassium Nitrate with Fluoride Medicated Foaming Dental Gel

For adequate contact time with sensitive teeth

Refreshing blue gel
with excellent
mint flavour

Extra Foaming

SENSODENT KF
Potassium Nitrate with Fluoride Medicated Foaming Dental Gel

warren
indoco

Indoco Remedies Limited
Indoco House, 18A, C.S.T. Road, Santacruz (E), Mumbai-400 048

35. Hexidine

Poor Oral Hygiene

Needs Antibacterial, Antiplaque action ...



Choose

HEXIDINE®

(Chlorhexidine Gluconate 0.2% w/v)



Alcohol free

Also with

- Antiulcerant
- Antiviral
- Anticaries
- Anti-inflammatory

In,

- Gingivitis
- Oral Hygiene
- Tonsillitis
- Sore Throat
- Pharyngitis
- ICU patients.

ICPA
ICPA HEALTH PRODUCTS LTD.
Regd. Off: 211, Ashokra, Sion Road
Andheri (E), Mumbai-400026
Phone: 28222779, 28264138, 28341967
Fax No. 28318825, E-mail: icpa@icpahealth.com

Antiseptic Mouth Gargle

36. Xyzal

Levocetirizine is the most prescribed
Anti-histamine in Chronic Urticaria¹

In Chronic Urticaria

Xyzal[®]
LEVOCETIRIZINE
THE POTENT ANTIHISTAMINE

FAST POTENT SUSTAINED²

Now approved for 6 month & above
in children of Chronic Urticaria³

1. Data on file (IMS-ORG MAT June 2012 Prescription audit)
2. Applied from Grand et al. study. Ann Allergy Asthma Immunol 2002;98:190-197
3. Xyzal Prescribing Information version 1.0-2009.

INDICATIONS
Levocetirizine Dihydrochloride
Approved Prescribing Information
COMPOSITION: Each XYZAL 5 mg film-coated tablet contains 5 mg levocetirizine dihydrochloride. Each ml of XYZAL oral solution contains 5.0 mg of levocetirizine dihydrochloride. **INDICATIONS:** Symptomatic treatment of allergic rhinitis (resulting from perennial and/or seasonal allergens) and chronic idiopathic urticaria. **CONTRAINDICATIONS:** Hypersensitivity to, or cross-reactivity with, any of the other constituents of the formulation. **WARNINGS AND PRECAUTIONS FOR USE:** Patients with severe renal impairment (GFR less than 10 ml/min) should not take XYZAL. Patients with moderate renal impairment (GFR 10-30 ml/min) should take XYZAL with caution. Patients with severe hepatic impairment (Child-Pugh class C) should not take XYZAL. Patients with moderate hepatic impairment (Child-Pugh class B) should take XYZAL with caution. Patients with severe hepatic impairment (Child-Pugh class A) should take XYZAL with caution. Patients with moderate hepatic impairment (Child-Pugh class B) should take XYZAL with caution. Patients with severe hepatic impairment (Child-Pugh class A) should take XYZAL with caution. **ADVERSE REACTIONS:** In clinical trials, the most common adverse reactions were dry mouth, fatigue, drowsiness, and headache. Other adverse reactions included: sinusitis, rhinitis, sore throat, cough, and constipation. **DRUG INTERACTIONS:** No clinically significant interactions were observed with paracetamol, ibuprofen, and ranitidine. **USE IN PREGNANT AND LACTATING WOMEN:** There are no adequate data on the use of XYZAL in pregnant and lactating women. **USE IN CHILDREN:** XYZAL is approved for use in children aged 6 months and above. **HOW TO TAKE XYZAL:** XYZAL should be taken once daily with or without food. **DOSE:** Adults and children aged 12 years and above: 5 mg (1 film-coated tablet or 10 ml of oral solution) once daily. Children aged 6 to 11 years: 5 mg (1 film-coated tablet or 10 ml of oral solution) once daily. Children aged 2 to 5 years: 2.5 mg (2.5 ml of oral solution) once daily. Children aged 6 months to 2 years: 2.5 mg (2.5 ml of oral solution) once daily. **PHARMACOKINETICS:** The elimination half-life of XYZAL is approximately 8.5 hours. **PHARMACODYNAMICS:** XYZAL is a selective H1-receptor antagonist. **TOXICOLOGY:** No acute toxicity was observed in mice and rats. **CLINICAL TRIALS:** In a clinical trial, XYZAL was found to be effective in the treatment of chronic idiopathic urticaria. **REFERENCES:** 1. Data on file (IMS-ORG MAT June 2012 Prescription audit). 2. Grand et al. Ann Allergy Asthma Immunol 2002;98:190-197. 3. Xyzal Prescribing Information version 1.0-2009.

16 - Dermatologicals

Use refer to full prescribing information before usage. For further information, write to
UCB India Pvt. Ltd., 504 Peninsula Towers, G.K. Marg, Lower Park, Mumbai - 400013.

38. Candid-B

candid-B
Clotrimazole 1% + Beclomethasone Dipropionate 0.025%
Cream / Lotion

Clotrimazole

- Better mycological & clinical cure rates¹

Beclomethasone

- Potent anti-inflammatory & anti-pruritic

No. **1** Prescribed Steroid Antifungal¹

Dependable Steroid Antifungal

mark

The advertisement features a central image of three Candid-B products: a box of cream, a tube of cream, and a bottle of lotion. The background is a light blue and white gradient with a red asterisk above the brand name. The text is in a mix of blue, red, and black fonts. A hand is visible at the bottom left corner, pointing towards the text.

39. Dermogerm



A Legend Gateway...
To restore skin vitality....

Dermogem
(Skin Care Division)
(A Div. of ZOTA Health Care Ltd.)
WIDE-RANGE CERTIFIED COMPANY

Latest Molecules with LAMI TUBE Packing

TERGEM Terbinafine 250 mg Tab Terbinafine 1 % w/w Cream	MINOXIGEM Minoxidil 2 % w/v Spray
TAC-GEM Tacrolimus 0.1 % w/w Cream	CLIGEM-AD Clindamycin 1 % w/w + Adaplene 0.1 % w/w Cream
	PERGEM Permethrine 5 % w/w Cream Permethrine 2 % w/w Lotion

Many more wide range of specially products in
Creams, Ointments, Lotions, Tablets, Capsules & Soaps.










Corp. Office:
ZOTA HOUSE* 2/696, Hira-Modi Street, Sagrampura, Surat-395002(Guj.)
Ph: 0261-2331601 FAX: 0261-2346415 Email: info@zotahealthcare.com
Visit us at: www.zotahealthcare.com

40. Panderm+


Single Solution for
Multiple skin Disorders
चर्मरोग अनेक उपचार एक

Panderm+

Pan coverage ...leaves nothing to chance

 Tinea Corporis (Ring worm)	 Furuncle (Boil)	 Mixed microbial infection
 Tinea cruris (Jock itch)	 Folliculitis	 Tinea pedis (Athlete's foot)
 Otitis Externa	 Vulvovaginitis	 Carbuncle

Lavender Fragrance



MACLEOD'S
MACLEOD'S PHARMACEUTICALS LTD.
Block No. 10, 1st Floor, New, Andheri E, Mumbai 400 059, India

MACPHAR


41. Halosys-S

In the Management of
• Psoriasis • Eczema • Dermatitis
• Lichen Simplex • Lichen Planus

HALOSYS-S Lotion
Ointment
Halobetasol Propionate 0.05% + Salicylic Acid 3%

HALOSYS-S Lotion is Specially Available with
"Isopropyl Alcohol" base which:

E vaporates faster
E nsures faster absorption of Halobetasol
E liminates preservative requirement



*The Touch of Halo to bring back the Aura
in your Patients Life*

42. Stator

For the use of a Registered Medical Practitioner or a Receptionist or a Laboratory staff

Healthcare

FIGHT AGAINST HIGH CHOLESTEROL

Stator

(Atorvastatin 10/20/40 mg Tablets)

With the advantage of
Quality Certainty
Assured Efficacy
Affordable 3

- **Statin should be added to lifestyle therapy in at risk patients <40 years of age¹**
- **Co-Rx to patients with metabolic syndrome²**
- **Statin adds 2 years to life³**

¹ ADA Diabetes Care. 2009 November; 32(Supplement 2): S284-S291
² Bhatti G. ZT. Obesity, Hyperlipidemia & insulin resistance. Diabetes Care 2002; 25:2088-91
³ Comparison of mortality in statin users versus non statin. The A.J. of Cardiology. 2008, Vol.98, No.7, 823-828. Elderly elderly with T2D and evidence of statin adds 2 years to life

43. Melnora



45. Solvin Cold

Solving cold Problems

Cold, Cough, Fever formula for Young & Old
SolvinCold
Phenylephrine + Ambroxol + Guafenesin + Paracetamol + CPM Syrup/Drops

Cold, Cough, Fever formula for bigger children
SolvinCold DS
Phenylephrine + Ambroxol + Paracetamol + CPM Syrup

Nasal blockage in infants & Children
Solvin Nasal Spray
Sodium Chloride Solution 0.65% w/v

Nasal Congestion in Adults
Solvin Decongestant
Phenylephrine + Mometasone Tablets/Syrup

Break free from congestion

In Sinusitis, Viral flu, Common-cold & Rhinitis
Solvin Vapocaps
Camphor + Citronellol + Eucalyptol + Menthol + Terpinen-4-olant Lipule

MINUS the SINUS

In Allergic Rhinitis & Sinusitis
SolvinCold AF
Phenylephrine + CPM Syrup/Drops

Syrup Phenylephrine 2mg / CPM 5mg
Drops Phenylephrine 0.2mg / CPM 1mg

46. Solvin Cough

080-131 Apr. 2013 (Volume 2) (147) 147

Solving cough Problems

For Productive Cough in Adults and Children
With Tangy Orange & Lemon Flavour

MucoSolvin

Terbutaline + Guafenesin + Ambroxol Tablet/Syrup

The Harshening Expectorant



With Tangy Orange flavour

Solvin cough

Dextromethorphan + CPM Tablet/Syrup

Dry Cough in Adults & Children

Acts tough on dry cough



In Dry cough & Sore throat
Restore Onsite Calm

Solvin

Cough Lozenges
Dextromethorphan 5 mg with Benzocaine Advantage



47. Novex DS

Leading the way in
DUB
management


NOVEX DSTM
Ormeloxifen 60mg Tablets

Dosage
From 1st month to 3rd month
Twice a week on 1st & 4th Day
From 4th month onwards
Once a week

Only brand recommended
by CDRI

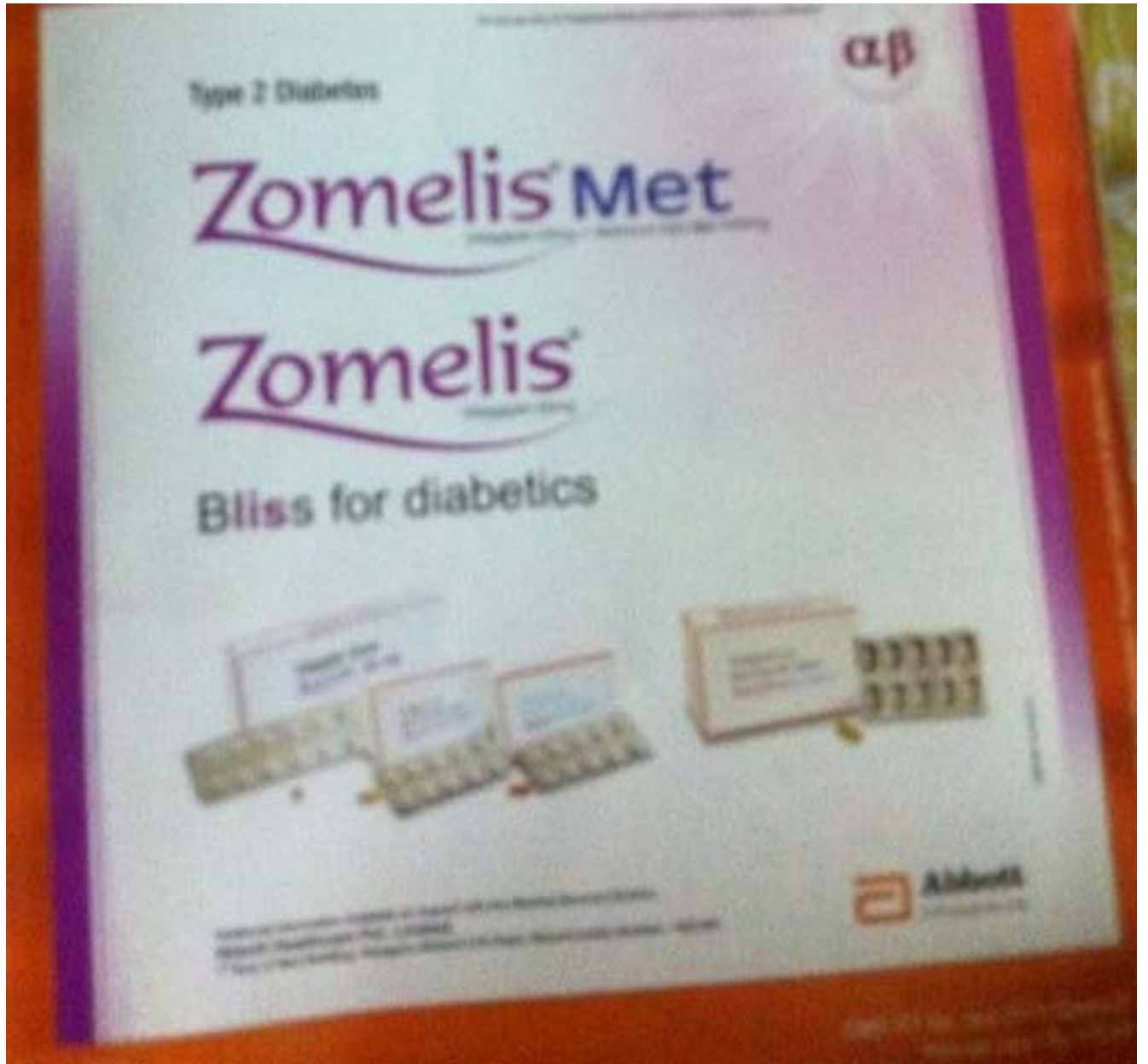
NOVEX DSTM
Ormeloxifen Hydrochloride Tablets IP

Lead the way in management of **DUB**

 **HLL Lifecore Limited**
(A Government of India Enterprise)
Women's Healthcare Division

12, Tarapur, 5008 Vengal Rao Sarani Road,
Near Central Bank, Vijaya Nagar,
Vengal Rao, Chennai-600017
Tel: +91-44-22713400/18594, Telefax: +91-44-22432664
Website: www.hlllifecore.com

48. Zomelis



49. Starfix-OF



50. UD- Life

GALL STONES

- Dissolution of gal stones •
- Cholestatic liver disease •
- Billiary Cirrhosis •
- Hepato Protective •

UD Life 150/300
Ursodeoxycholic Acid 150/300 mg Tablets

INVISION
MEDICALS

New No. 3, Old No. 231, 12th Cross, Wilson G
E-mail-invisionmedi@gmail.com / invisioincust

51. Cognistar

The advertisement features a blue and white color scheme. At the top, it states 'In Stroke, Dementia & TBI' above the 'Cognistar' logo, which is a stylized neuron. Below the logo, the text reads 'Cerebroprotein Hydrolysate for Injection 60 mg' and 'Enhances Neurogenesis... Rejuvenates Life'. A dark blue banner with white text says 'Extensive Clinical Evaluation and Evidence'. Below this are three blue boxes with white text and small images: 'More than 170 Clinical trials and Over 6000 Patients evaluated', 'Scientific Papers Presented at... WSC 2010 EFNS, ESC', and 'Approved in 44 Countries'. At the bottom, four bullet points list benefits: 'Enhances Neurogenesis¹', 'Enhances Neuronal Plasticity¹', 'Enhances Neuronal Survival¹', and 'Enhances Neuro Protection¹'. The bottom left has a small reference: 'Pharmacol Ther Drug Aging 2008 Vol 26 No 11 390-413'. The bottom right features the 'LUPIN' and 'MINDVISION' logos, with 'A Division of LUPIN' written below.

In Stroke, Dementia & TBI

Cognistar
Cerebroprotein Hydrolysate for Injection 60 mg

Enhances Neurogenesis... **Rejuvenates Life**

Extensive Clinical Evaluation and Evidence

- More than 170 Clinical trials and Over 6000 Patients evaluated
- Scientific Papers Presented at... WSC 2010 EFNS, ESC
- Approved in 44 Countries

Enhances Neurogenesis¹

Enhances Neuronal Plasticity¹

Enhances Neuronal Survival¹

Enhances Neuro Protection¹

Pharmacol Ther Drug Aging 2008 Vol 26 No 11 390-413

LUPIN | **MINDVISION**
A Division of LUPIN

52. Sorbitrate

a Healthcare

Relief of acute angina and for angina prophylaxis

Sorbitrate®
(Isosorbide Dinitrate 5/10mg)
THE ORIGINAL DINITRATE

Trusted therapy for more than 5 decades

Widespread availability across India | Text Book endorsed brand

Cardiac

Abbott
A Promise for Life

53. Gluformin

Healthcare

Diabetics uncontrolled on monotherapy

Gluformin G1/G2

Gluformin G1/G2 Forte

Combined to conquer

Start Early

IDF Recommends*
Combination therapy
for patients failing
to achieve HbA1c < 8%
within 3 months

Abbott

Category	Value
Controlled	~45%
Uncontrolled	~55%

54. Tribet

E Healthcare

Patients **Uncontrolled** on SU + Metformin



Tribet ¹/₂

Insulin + Sulfonylurea + Metformin

SURE BET FOR BETTER CONTROL

Efficacy Similar to Insulin + Metformin SU

Confirmed by

TRIED[®] Study II Metformin + SU

Total vs Insulin + Metformin SU Primary Determination

Also available

Semi-Tribet ¹/₂ | **Tribet** ¹/₂ forte

† Diabetes Quality & Innovation, Wiley Publication May 2011

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Diabetes

Abbott
A Division of Janssen

55. Leedz,Roxel,Tisko,Tiscold,KF-4, Zel-100 DT

Enjoy the life...
freedom from
allergy

100%
QUALITY
ISO 9001 : 2008 CERTIFIED
GMP
CERTIFIED
UNIT

**ZEL-100 DT /
250 DT / 500**
Azithromycin
100 / 250 mg Dis. Tabs
& 500 mg Tabs

KF 4
Sibromhexine HCl 8 mg,
Paracetamol 325 mg,
Guaiphenesin 50 mg
CPM 2 mg Tabs

LEEDZ
Levocetirizine 5 mg Tabs

LEEDZ-MN
Levocetirizine 5 mg &
Montelukast 10 mg Tabs

LEEDZ XP
Levocetirizine 2.5 mg,
Ambroxol 30 mg,
Paracetamol 325 mg,
Phenylephrine 5 mg &
CPM 2 mg

LEEDZ-XP 100 ML SYRUP
Ambroxol 15 mg, Guaiphenesin 50 mg,
Terbutaline Sulphate 1.25 mg &
Menthol 2.5 mg

ROXEL-150
Roxithromycin 150 mg Tabs

TISCOLD
Paracetamol 325 mg,
Cetirizine 5 mg, Caffeine 15 mg &
Phenylephrine Hcl 5 mg

TISKO Suspension
Paracetamol 125 mg,
Phenylephrine Hcl 2.5 mg &
Cetirizine 1 mg

Indications :

- Allergic rhinitis
- Allergic sinusitis
- Allergic respiratory infections
- Common cold
- Allergic skin disorders

For business enquiries, please contact :

#195, Ring Road Mall, Sector-3, Mangalam Place, Rohini, New Delhi - 110 085
Ph. No. : 011 - 45620244 (5 Lines), Fax - 011 - 47021067

56. Emtax-AZ



EMTAX-AZ
Cefixime 200 mg & Azithromycin 250 mg Tabs

Offers greater synergy
Combination is more effective than
Cefixime or Azithromycin alone
Trends in Medical Research 4(2) : 30-34, 2009

EMTAX-CL 325
Cefixime 200 mg +
Clavulanate Potassium 125 mg Tabs

EMTAX-OF
Cefixime 200 mg +
Ofloxacin 200 mg Tabs

For business enquiries, please contact:
Madhav Biotech Pvt. Ltd.

57. Zathrin

The Trusted Macrolide for

URTIs

- Pharyngitis
- Tonsillitis
- Sinusitis

10
Years
ZATHRIN

Rx **ZATHRIN**
AZITHROMYCIN

Purity Redefines Cure

- Superior clinical efficacy
- Simplified OD dose

144 Million patients benefited

Best Quality Azithromycin with Widest Dosage Range

US
MHRA

Flavorless
LITCHI FLAVOUR

Antibiotic
of
Choice

58. Zitrobid-CF

Redesigning Lives...



**The Combination
that has bacteria
SCARED**

ZITROBID-CF^{Tablet}
Cefixime 200mg + Azithromycin 250mg

Because it
HAMMERS
the infection



Indication
Non gonococcal urethritis, Cervicitis
Mycobacterium avium complex
Acute otitis media & RTI's

78295 22777

For Business Enquiries, Contact:
Minova
LIFE SCIENCES PVT. LTD.

#38/2/1, 1st Floor, New Timber Yard Layout, Mysore
Road, Bangalore - 560026
Tel : +91-80-2675 6794 Mob: 7829511777, 9342676888
Tele Fax: 080-26756794.
Email: info@minovalife.com | minovalife@gmail.com
| www.minovalife.com

OVER
400
PRODUCTS

59. Starfix - AZ

When **Bacteria Invade**
don't let the Cover be
INADEQUATE



Indications

- Urinary Tract Infections
- Otitis Media
- Community Acquired Pneumonia
- Gonorrhoea
- Tonsillitis

Two Together for Better Coverage

Starfix-**AZ**

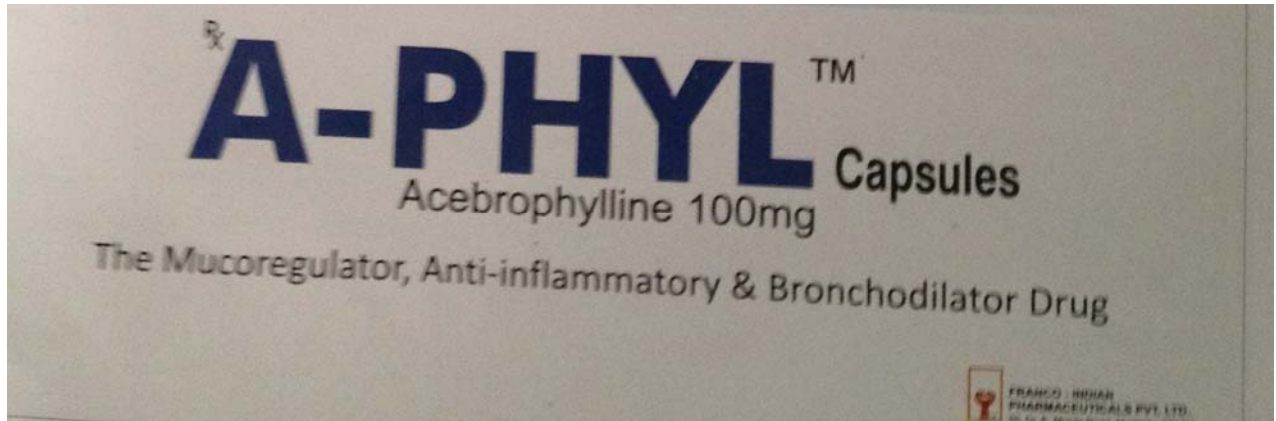
Cefixime I.P. 200 mg + Azithromycin I.P. 500mg Tablets

Also Available

Starfix-**AZ 250**

Cefixime I.P. 200 mg + Azithromycin I.P. 250mg Tablets

60. A-Phyl



61. Liv.52 HB

Liv.52[®] HB (CAPSULE)
Effective management of hepatitis B

Efficacy comparable to interferons & antivirals

- Causes significant loss of HBsAg, HBeAg, and HBV DNA copies
- Significantly reduces the elevated ALT levels and normalizes liver function tests (LFT)
- Alleviates clinical symptoms such as abdominal pain and poor appetite

Well tolerated and safe compared with interferons & antivirals

- Free from harmful side effects such as:
 - Bone marrow depression
 - Pancreatitis & peripheral neuropathies
 - Neurovegetative syndrome
- Devoid of toxicity following acute and repeated administration

Affordable cost of therapy

Indication
Hepatitis B infection

Dosage
1-2 capsules twice daily after meals.

Rx Liv.52 HB
Effective management of hepatitis B

Himalaya
ALWAYS WITH TRUST

Liv.52[®] HB
CAPSULES 500mg
For the management of hepatitis B

30 TABLETS

www.himalayahealthcare.com
E-mail: write to us@himalayahealthcare.com

The Himalaya Drug Company
Mumbai, Bangalore 562 162, India

© 2011 Trademark

79

62. Wakfree

Mild, Moderate and Moderate to Severe
Osteoarthritis

The Disease Modifying
wakfree
Chondroitin 50 mg + Glucosamine 250 mg + MSM 200 mg Tab

Safe in Diabetes

CCCI

No Pain, Just Walk

Chondroitin **Glucosamine** **MSM**

- Relieves Pain
- Rebuilds Cartilage
- Restores Elasticity of Cartilage

Akesiss

The advertisement features a photograph of an elderly man on the left, looking down at his hands. The background is a light, textured surface. The text is arranged in a clear, hierarchical manner, with the product name 'wakfree' being the most prominent. The ingredients are listed in dark red boxes, and the benefits are presented with small human icons. The Akesiss logo is at the bottom right.

63. Nacnano

Offering for the **1st Time** in **INDIA**

India's **1st Diclofenac 4% Gel** with Nano Techno

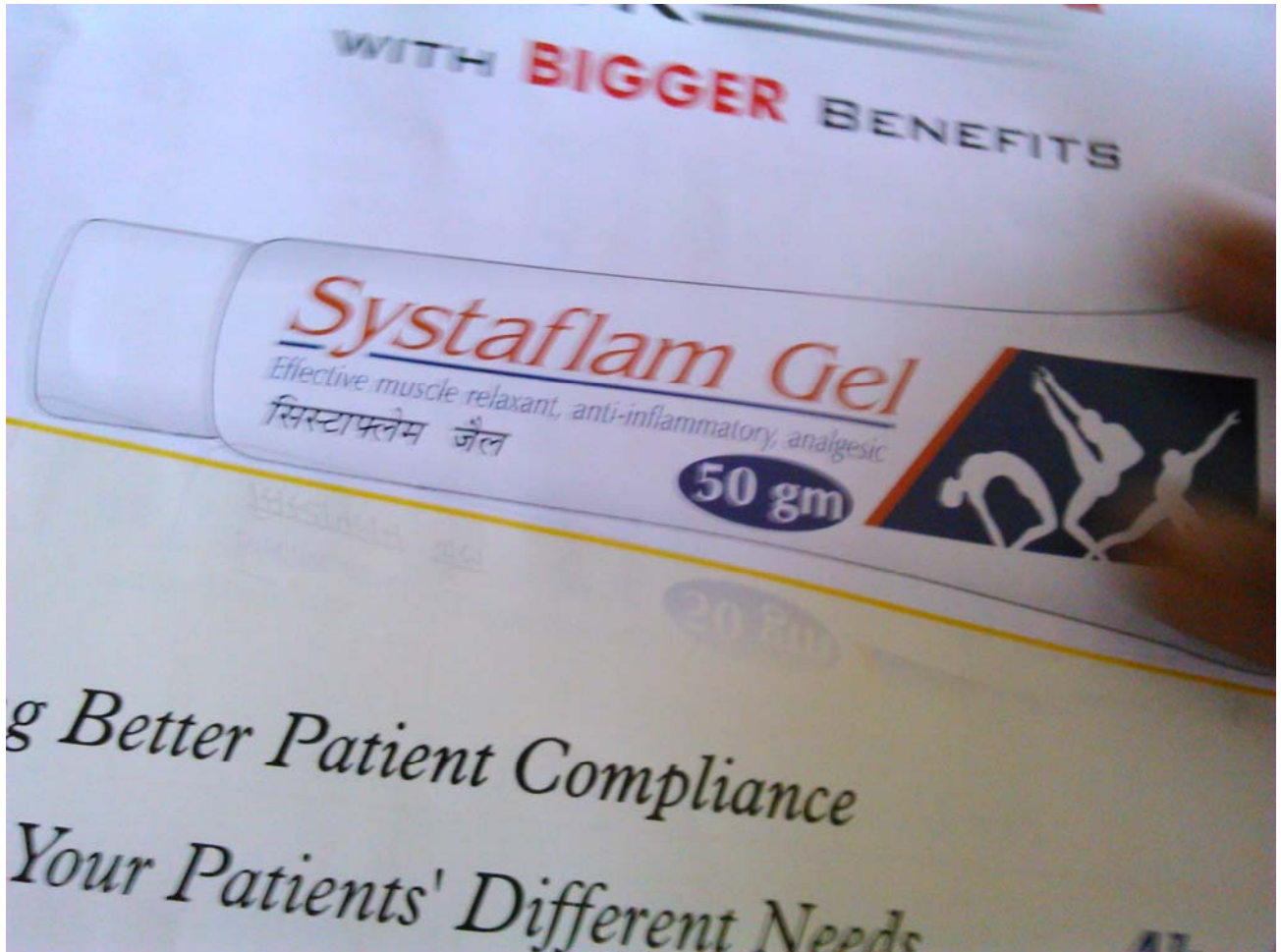
NAC NANO Gel

Diclofenac Diethylamine BP 4.64% w/w eq. to Diclofenac Sodium 4

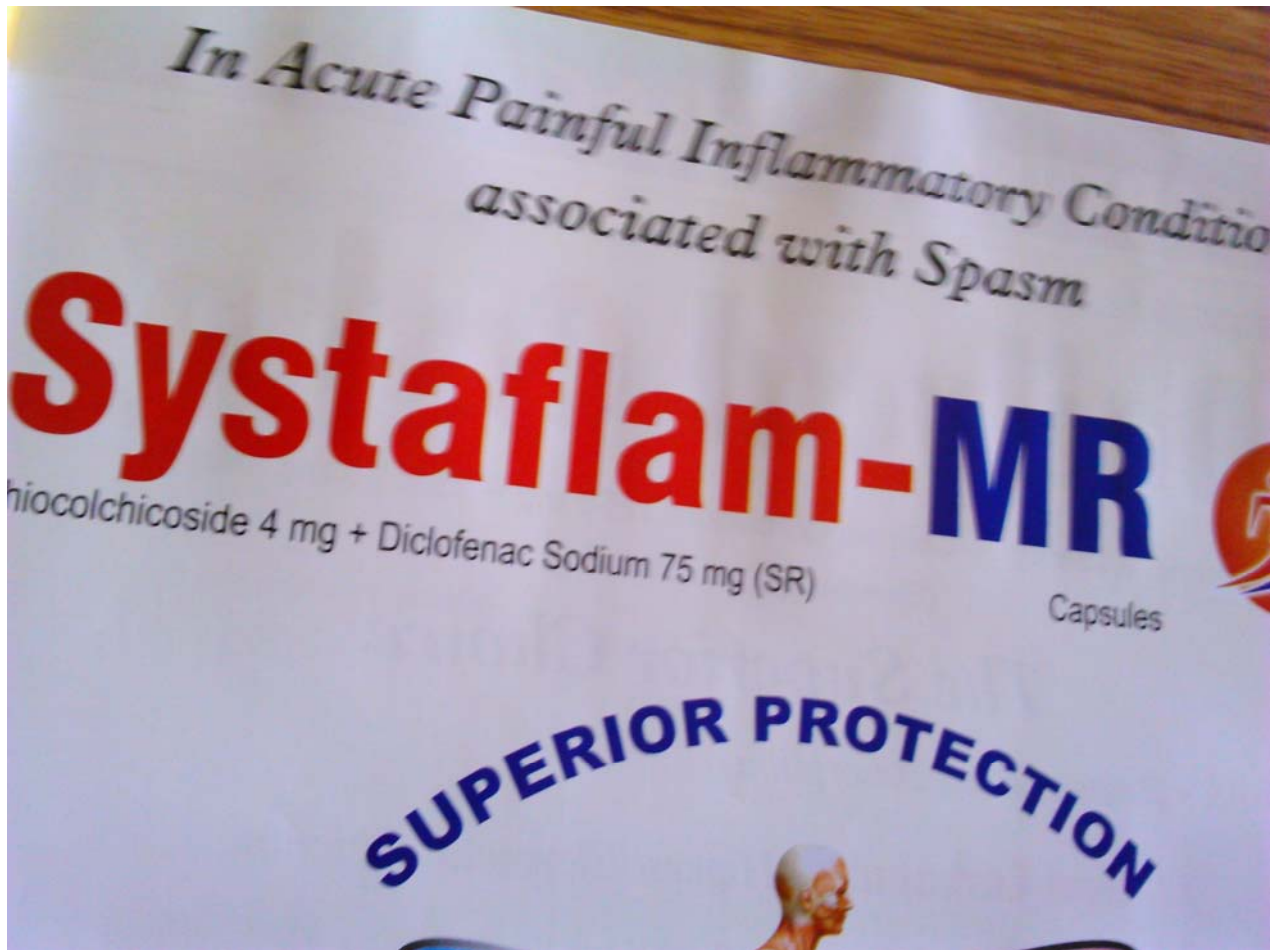
NAC NANO Gel
Offers Good Value for Money
@
₹ 50.00/ 25 gm Tube



64. Systaflam gel



65. Systaflam - MR



66. Dailycal Ortho

CAPTURE the FRACTURE

In Osteoporosis & Fractures

Dailycal Ortho

Calcitriol 0.25 mcg + Calcium Carbonate 1250 mg + Zinc 20 mg Tablets
(Elemental Cal. 500 mg)

The Superior Choice

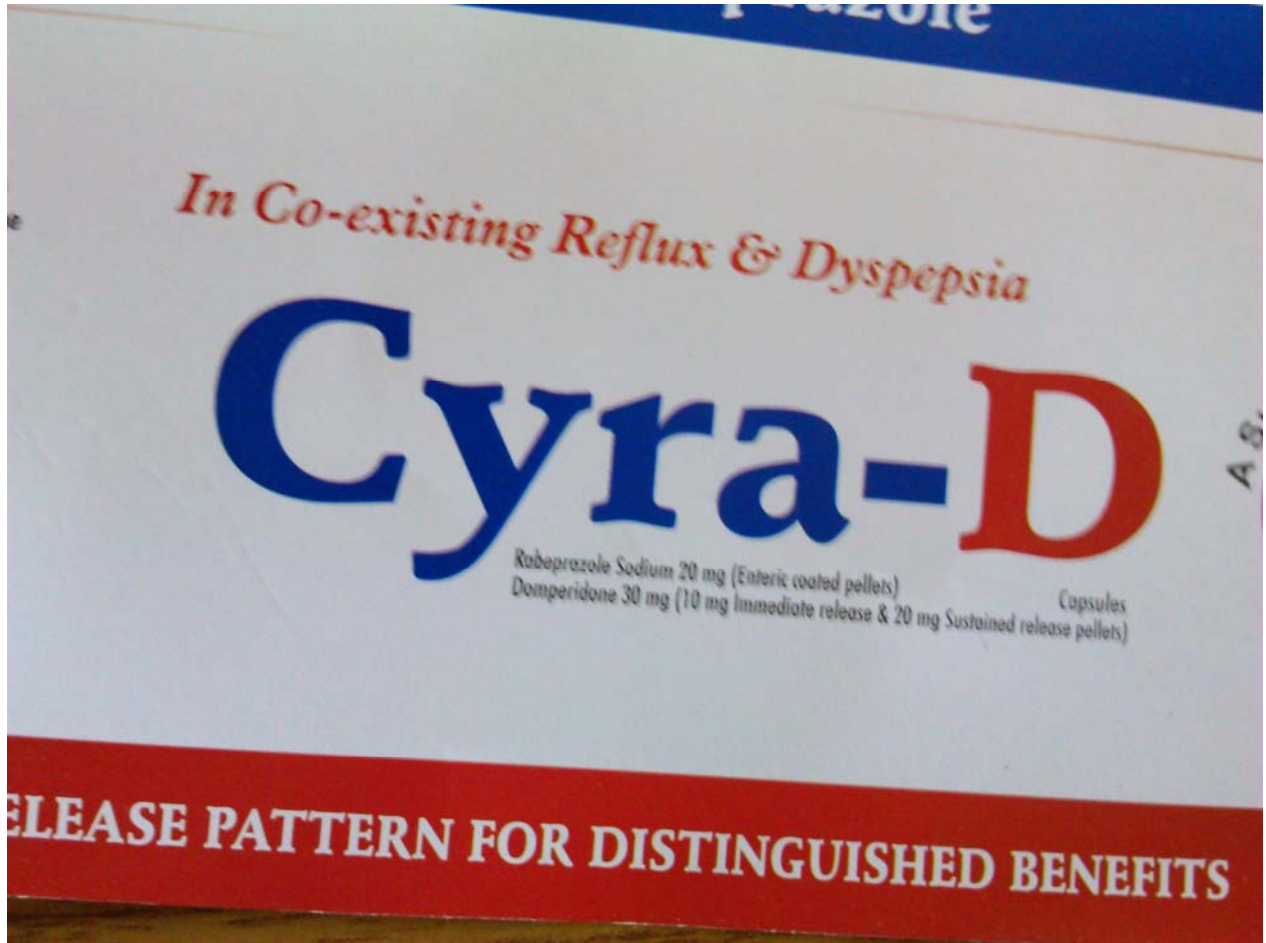
Calcitriol - *Reduces Bone Resorption*

Calcium Carbonate - *Highest Elemental Calcium*

Zinc - *Stimulates Osteoblastic Bone Formation*

The Specialist's Formula

67.CyraD



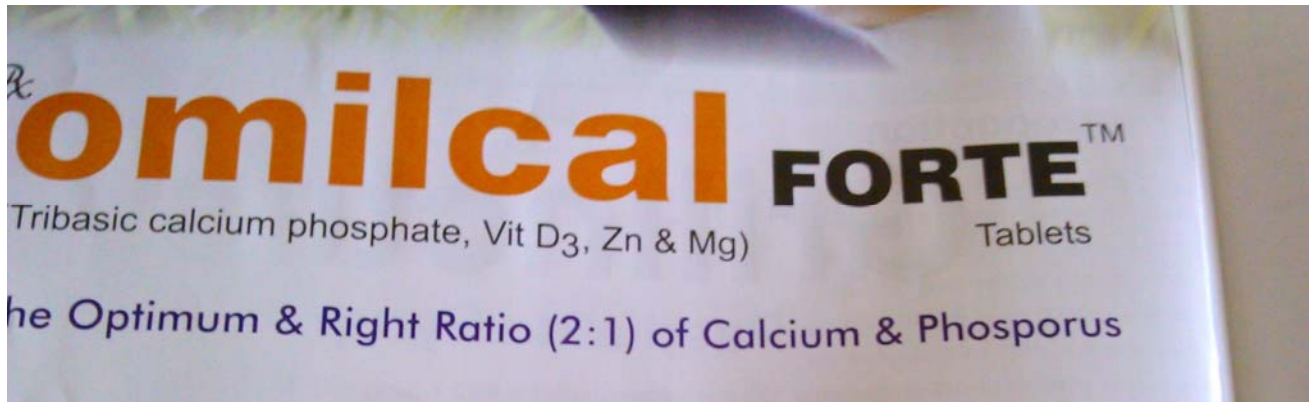
68. Cyra



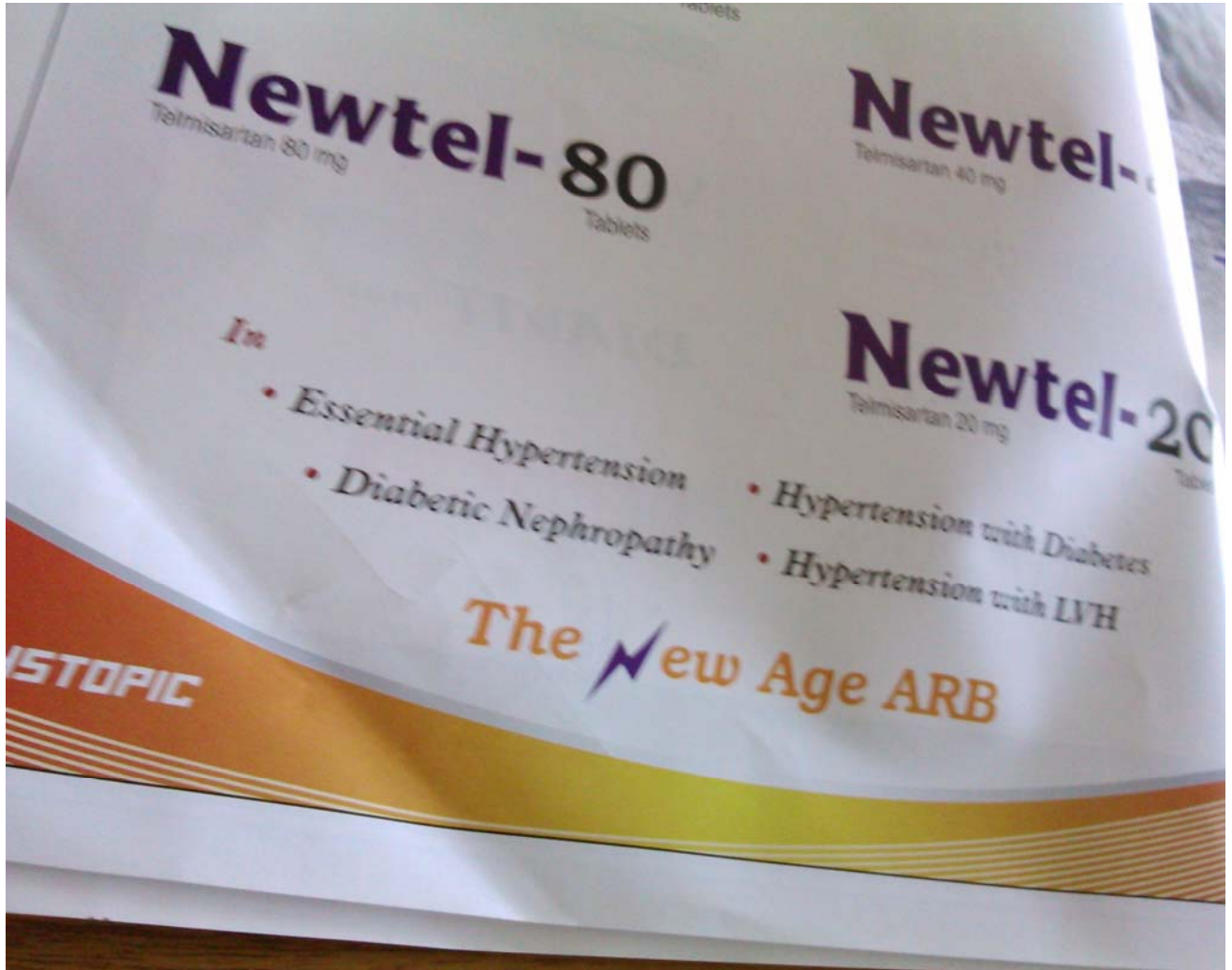
69. Dexorange



70.Omilcal



71. Newtel



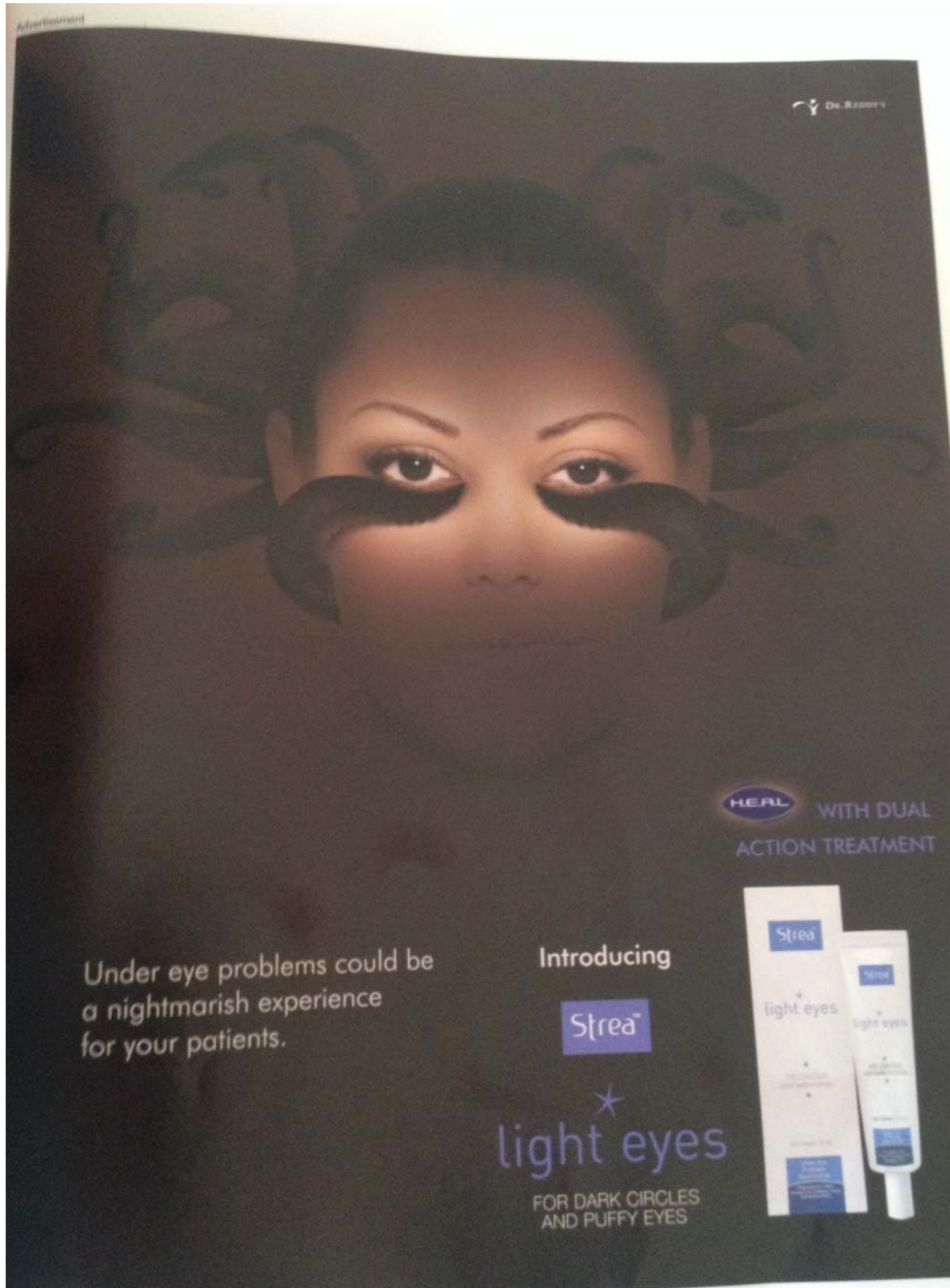
72. Amcard



73. Strea

Advertisement

Dr. Kapoor's



HEAL WITH DUAL ACTION TREATMENT


Under eye problems could be a nightmarish experience for your patients.

Introducing

Strea

light eyes

FOR DARK CIRCLES AND PUFFY EYES



74. Oscicare

Increases Joint Tolerability
Prevents Cartilage Degeneration
• Stimulates Cartilage Regeneration

The Most Economical
Just ₹ 8.12

Care with a Plus

Also Available

Oscicare-DS
Glucosamine Sulphate Potassium Chloride 1000 mg Tablets

75. Venusia



76. AF-K

Advertisement

In Seborrhoeic Dermatitis & Dandruff

Dual Power of Ketoconazole & Zinc Pyrithione

AF-K

Ketoconazole 2% w/v & Zinc Pyrithione 1% w/v Lotion

In a Superior & Conditioning Base of :

- Aloe vera
- D-Panthenol
- P-Collagen

40 ml. KETOCONAZOLE AND ZINC PYRITHIONE (ZPTO) LOTION **AF-K**
With additional advantage of Aloe vera, D-Panthenol & P-Collagen

Green Apple Fragrance
pH balanced

For Dandruff & Seborrhoeic Dermatitis of Scalp

Hair Conditioning
Hair Strengthening

Exclusive Systemic Fluconazole Range :

<p>Globally First AF-400 Fluconazole 400 mg Tablets</p>	<p>World's First AF-300 Fluconazole 300 mg Tablets</p>
<p>AF-200 Fluconazole 200 mg Tablets</p>	<p>AF-150 Fluconazole 150 mg Dispersible Tablets</p>

77. Physiogel

Advertisement



Stiefel

GSK

Don't just moisturize

Repair Rehydrate Revitalise

Physiogel® with innovative DMS Technology¹ for dehydrated, itchy skin.

PHYSIOGEL®
HYPOALLERGENIC

1. Data on file. Physiogel Body lotion (Product code: 522A) PIF Reference Number: PHY 00001 Original Reference: DMS (Derma-Membrane-Structure) Concentrate Product Information

*Data on file. Physiogel Body lotion (Product code: 522A) PIF Reference Number: PHY 522A02.04 Original study number: SFLR3PL. Cosmetovigilance report

For the use only of a Registered Medical Practitioner or a Hospital or a Laboratory.

IN/PSG/0004/12

©2014 Stiefel Laboratories Inc. USA. Report adverse events with any GSK product to the company at india.pharmacovigilance@gsk.com

DearSmileline

Wipac Pharmaceuticals Ltd., Dr. Amnesh Road, Worli, Mumbai 400 030

October 2014

Indian Journal of...

78. Zimivir

Advertisement

When Herpes complicates life.

ZIMIVIR[®]
Valacyclovir 500 mg/1000 mg Tablets
Simply right for adults

HIGH BIOAVAILABILITY & CONVENIENT DOSING



Make life easier

gsk

Stiefel
A GSK COMPANY

November-December 2013 | Vol 79 | Issue 6

* Serrano et al. "Laboratory Comparison with Acyclovir for Improved Therapy for Herpes Zoster in Immunocompetent Adults." *Antiviral Research*. February 1999;23(2): 154-57.

79. Momate- XL



80. Triglow – M

in Melasma

Triglow M

Cream

Hydroquinone 2%, Tretinoin 0.025%, Mometasone furoate 0.1%

First time in India

Triple combination with microsphere

Designed to Deliver

Fast response with Tolerability

glenmark
PHARMACEUTICALS LTD.
Corporate Enclave, S. D. Seward Marg,
Chokli, Andher East, Mumbai 400059.

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81. Bontress



82. Atopiclair



ATOPICLAIR™
Take the Bitter Bitch Atopic Dermatitis

A unique clinically proven non – steroidal flare remission option for atopic dermatitis

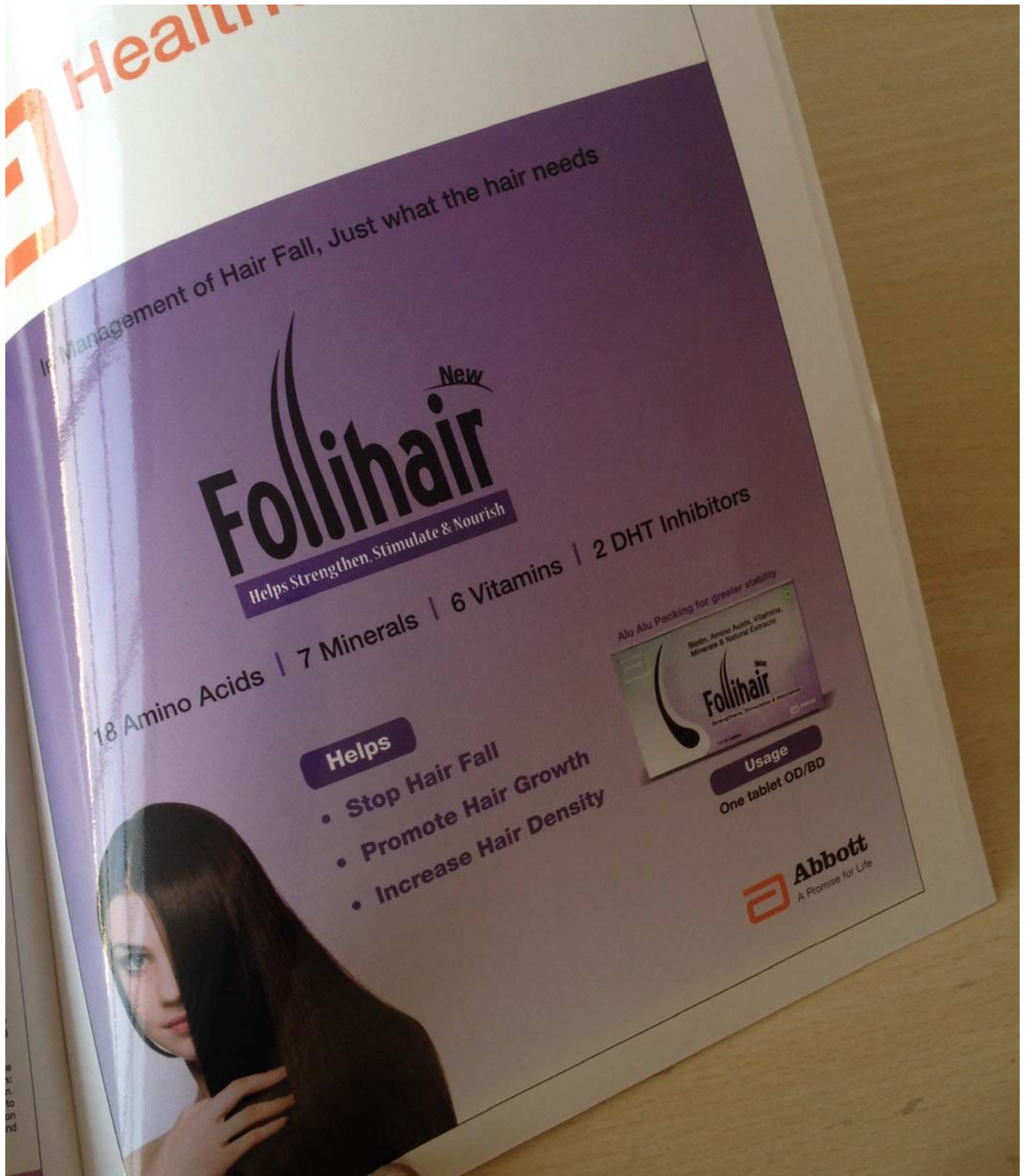
- Atopiclair has significant rapid action on itch reduction
 - 82% improvement in itch score in as early as Day 8¹
 - Early onset of itch relief, as early as 2.42 minutes
- Atopiclair reduces need for steroids to control flare-ups
 - 91.3% of pediatric patients² and 94% of adult patients¹ did not require steroid rescue medication to control flare-ups
- Clinically proven to be safe and effective in adults,^{1,2} children and infants³
- Atopiclair clears atopic dermatitis in as early as 8 days with 77% treatment success by Day 22 in infants* and children with mild to moderate AD³

References:
1. Liberman et al. A multicenter, randomized, vehicle-controlled clinical study to evaluate the efficacy and safety of MASOLIP (Atopiclair™) in the management of mild to moderate atopic dermatitis in adults. J Drugs Dermatol. 2006; 5(12):250-254.
2. Poponoznik et al. A multi-center, randomized, double-blind, vehicle controlled clinical study to evaluate the efficacy and safety of Atopiclair™ in the management of mild to moderate atopic dermatitis in infants and children. J Drugs Dermatol. 2006; 5(1): 255-263.
3. Age 6 months and above

A. Menarini India Private Limited 2102, Tower 3, Indiabulls
Senapati Bapat Marg, Elphinstone Road (W), Mumbai 400013 Web: www.menarini.com

049PAC13008

83. Follihair



The advertisement is for Follihair, a hair supplement. It features a woman with long, dark hair on the left side. The background is a mix of purple and white. The text is arranged as follows:

- Top left: "Health" (part of a logo)
- Top center: "Management of Hair Fall, Just what the hair needs"
- Center: "New Follihair" with a tagline "Helps Strengthen. Stimulate & Nourish"
- Below tagline: "18 Amino Acids | 7 Minerals | 6 Vitamins | 2 DHT Inhibitors"
- Bottom center: "Helps" followed by a list:
 - Stop Hair Fall
 - Promote Hair Growth
 - Increase Hair Density
- Bottom right: "Usage One tablet OD/BD" and the Abbott logo with the tagline "A Promise for Life"
- Small inset image of the product box with text: "Alu Alu Packing for greater stability", "Biotin, Amino Acids, Vitamins, Minerals & Natural Extracts", "New Follihair", "Strengthen. Stimulate & Nourish", "120 Tablets"

84. Sorvate

For long term management of mild to moderate Psoriasis

SORVATE[®]
 Calcitriol 3mcg/g OINTMENT

USFDA Approved

Non-steroidal • Safe
 Long-Term Therapy (52weeks)¹

Calcitriol Ointment
SORVATE

The Long Distance Non-Steroidal Treatment

For short term management of Plaque Psoriasis

1st time in INDIA

SORVATE[®] C
 Calcitriol 3mcg/g & Clobetasol Propionate 0.05% OINTMENT

Augmented therapeutic benefits²
 Extended remission²

Calcitriol 3mcg/g, Clobetasol Propionate 0.05%
SORVATE C

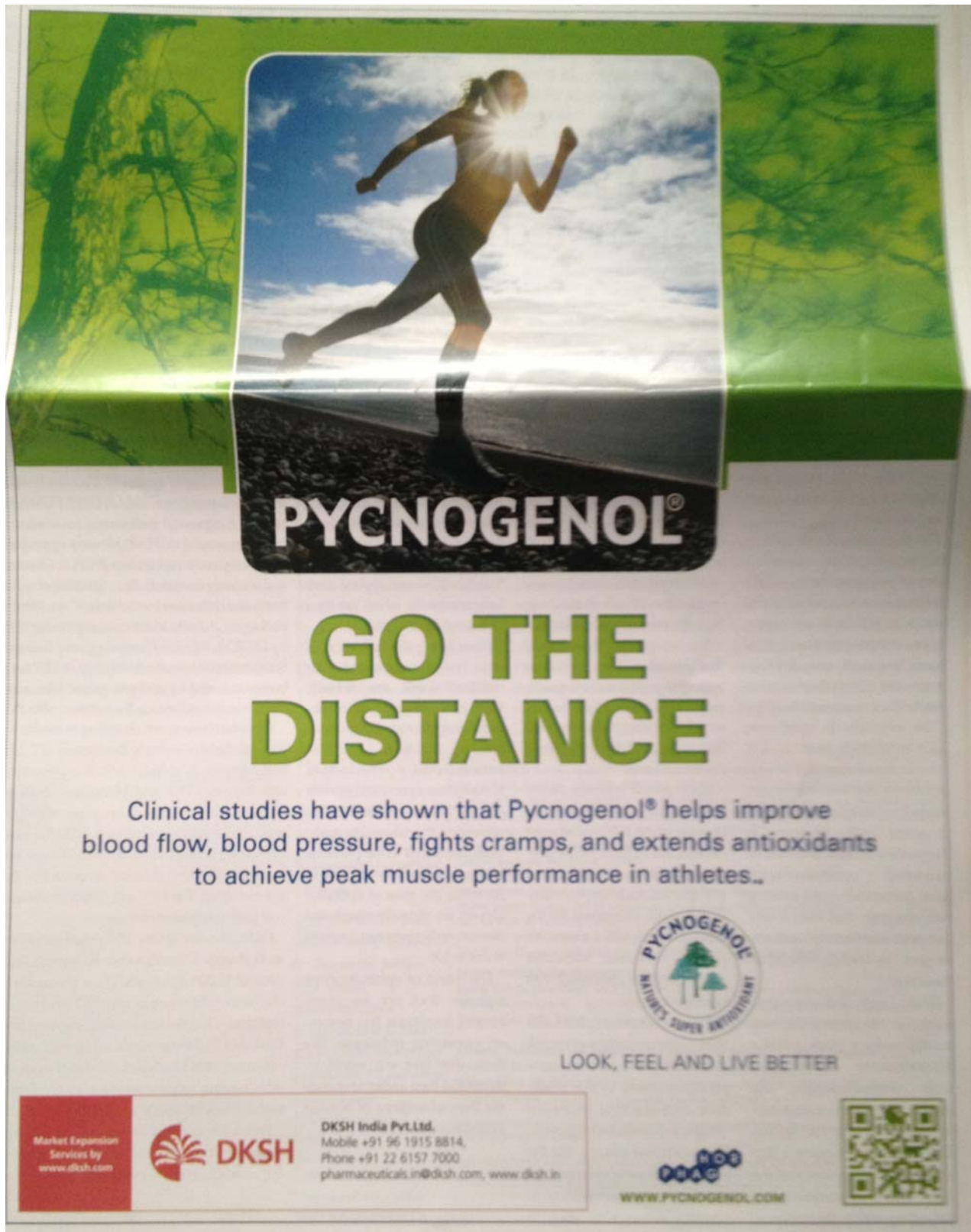
Synergy for enhanced efficacy & safety

1. Clin Ther. 2009;31(1):1-4. 2. J Drugs Dermatol. 2009 Aug; 8(8 Suppl): 9-16

3. Sorvate Ointment. Composition: Sorvate Ointment contains calcitriol 0.0003%. Indication: Topical treatment of mild to moderate plaque psoriasis in adults 18 years and above. Dosage and administration: To be applied to affected area twice daily morning and evening. Contraindication: None. Precaution: Treatment should be discontinued if hyperkalemia is observed. Avoid excessive exposure of the treated areas to natural or artificial sunlight. Should not be applied to the eyes, lips, or facial skin. Pregnancy and Lactation: Should be used only if potential benefit justifies the potential risk to the fetus. Adverse reaction: Reported adverse events are skin test abnormalities, urine abnormalities, psoriasis, hypercalcemia, pruritus, acute blistering dermatitis, erythema, skin burning, discoloration and skin discoloration.

4. Sorvate C Ointment. Composition: Sorvate C Ointment contains calcitriol 0.0003% and clobetasol propionate 0.05%. Indication: Topical treatment of plaque type psoriasis in adults 18 years and above. Dosage and administration: To be applied to affected area once or twice daily. Contraindication: History of hypersensitivity to any of the components of the preparation. Precaution: Avoid excessive exposure of the treated areas to natural or artificial sunlight. Should not be applied to the eyes, lips, or facial skin. Pregnancy and Lactation: Should be used only if the potential benefit justifies the potential risk to the fetus. Adverse reaction: Reported adverse events are skin test abnormalities, urine abnormalities, psoriasis, hypercalcemia and pruritus, acute blistering dermatitis, erythema, skin burning, discoloration, hyperkalemia, and hypernatremia. Systemic absorption can lead to hypernatremia, local atrophic changes like thinning, striae, dilatation of superficial blood vessels, pigmentation changes and discoloration. 5. For more information is available on request from Glenmark Pharmaceuticals Ltd., Gundecha Octave, Daring, 3rd and 4th Floor, Kherani Road, Sakinaka, Andheri (E), Mumbai 400072.


85. Pycnogenol



PYCNOGENOL®


GO THE DISTANCE

Clinical studies have shown that Pycnogenol® helps improve blood flow, blood pressure, fights cramps, and extends antioxidants to achieve peak muscle performance in athletes..




LOOK, FEEL AND LIVE BETTER


Market Expansion Services by www.dksh.com



DKSH India Pvt.Ltd.
Mobile +91 96 1915 8814
Phone +91 22 6157 7000
pharmaceuticals.in@dksh.com, www.dksh.in



WWW.PYCNOGENOL.COM



86. Grilinctus

COUGH

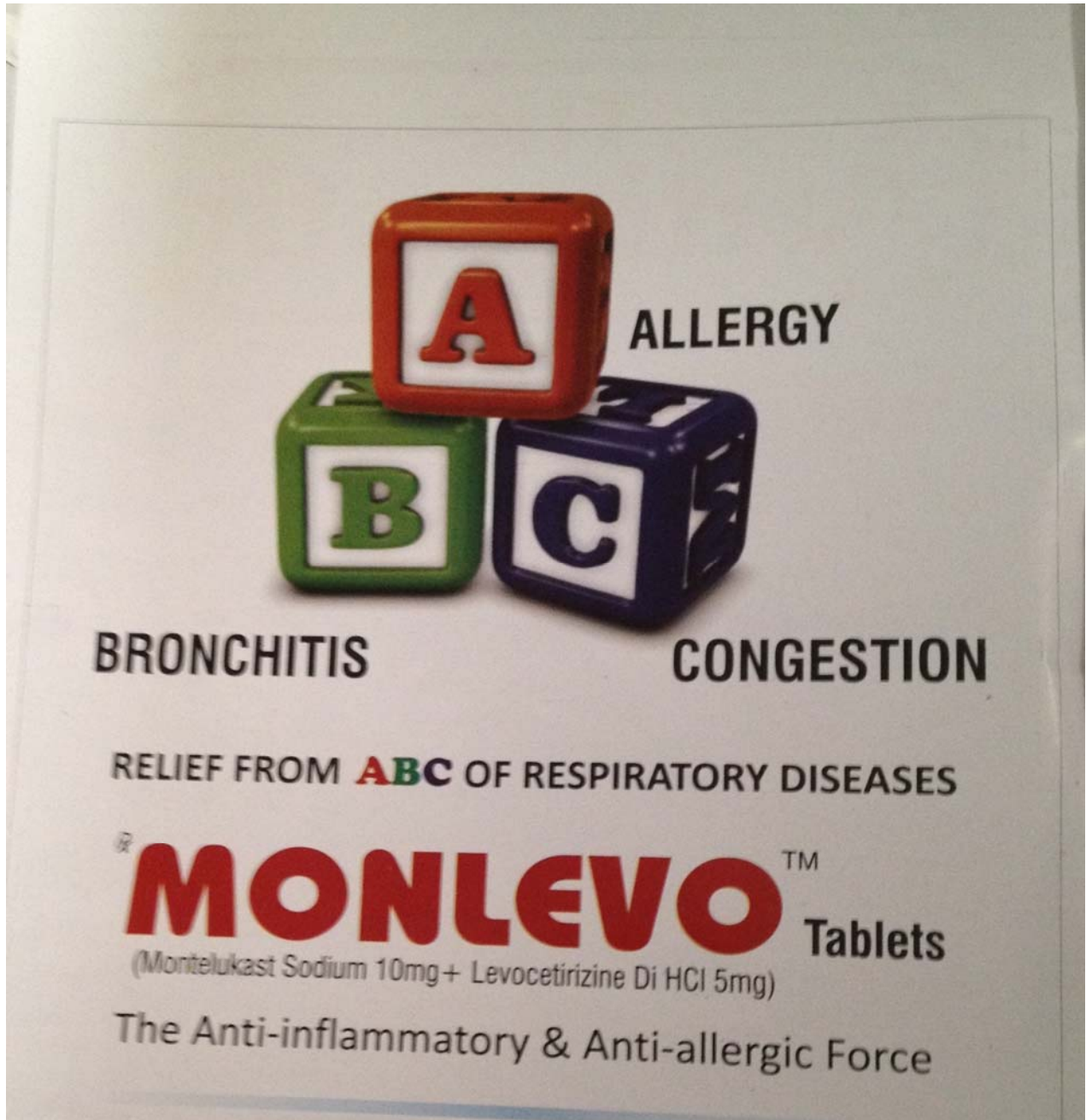
**RELIEF FROM DRY, ALLERGIC
& PRODUCTIVE COUGH**

In Dry, Irritating & Allergic Cough
Grilinctus[®] Syrup

In Productive Cough
Grilinctus-BM[®] Syrup/Tablets

In Nocturnal Cough
GRILINCTUS-CD[®] Syrup

87. Monlevo



The advertisement features three colorful alphabet blocks: a red block with the letter 'A' on top, a green block with 'B' on the left, and a blue block with 'C' on the right. To the right of the 'A' block, the word 'ALLERGY' is written in bold black capital letters. Below the 'B' block, the word 'BRONCHITIS' is written in bold black capital letters. Below the 'C' block, the word 'CONGESTION' is written in bold black capital letters. Below these words, the text 'RELIEF FROM **ABC** OF RESPIRATORY DISEASES' is displayed, with 'ABC' in red, green, and blue respectively. The main product name 'MONLEVOTM Tablets' is written in large red bold letters, with 'Tablets' in black. Below this, the ingredients '(Montelukast Sodium 10mg + Levocetirizine Di HCl 5mg)' are listed in a smaller black font. At the bottom, the slogan 'The Anti-inflammatory & Anti-allergic Force' is written in black.

ALLERGY

BRONCHITIS **CONGESTION**

RELIEF FROM **ABC** OF RESPIRATORY DISEASES

MONLEVOTM Tablets
(Montelukast Sodium 10mg + Levocetirizine Di HCl 5mg)

The Anti-inflammatory & Anti-allergic Force

88. Divigel



The only thing you'll see is the results about us... HRT

Divigel is an estradiol HRT gel for the treatment of hot flashes in postmenopausal women.

Light protection and skin hydration. The skin becomes more elastic. Weight increases and hair loss is prevented. The complexion and general appearance is improved. The hair is thicker and grows faster. The skin is smoother.

Divigel™

Estradiol hemihydrate HRT gel

The only thing you'll see is the results

For full prescribing information please write to :
WIN-MEDICARE PVT LTD, 1400, Skod Tower, 85, Nehru Place, New Delhi - 110 018, India.

89. Alprocontin

Improve 'Quality of Life' of your patients with **ONCE - DAILY ANXIOLYTIC**

ALPROCONTIN™

Tablets of Alprazolam 0.5/1.0/1.5 mg in CONTINUS® Release Technology

Superior Once-Daily CONTINUS® Alprazolam (C1E15)

Smooth & consistent anxiolytic effect with minimal drowsiness

- Consistent Performance¹
- Simplified OD Treatment
- Low Abuse Potential
- Lower Inter-Dose Anxiety¹

Precision of CONTINUS® Alprazolam
All the time, everywhere

Abridged Prescribing Information: Description: Each tablet of ALPROCONTIN is round, biconvex and is marked with 0.5/1.5 on one side and score on the other side. Each peach colour tablet of ALPROCONTIN 0.5 contains Alprazolam 0.5 mg in Continus-release technology. Each rose colour tablet of ALPROCONTIN 1.5 contains Alprazolam 1.5 mg in Continus-release technology. Each deep pink colour tablet of ALPROCONTIN 0.5 contains Alprazolam 0.5 mg in Continus-release technology. Indications: For the management of anxiety disorders or short-term relief of symptoms of anxiety and anxiety states associated with depression. Doseage and Administration: The dosage of alprazolam should be based upon the severity of the symptoms and individual patient response. Contraindications: Hypersensitivity to the drug or other benzodiazepines and in acute narrow angle glaucoma. Side Effects: Commonly reported reactions include: drowsiness, ataxia, blurred vision, dizziness, sedation, blurring of vision and unsteadiness. For further information, please refer package insert or write to: Mod-Mundipharma Pvt. Ltd., 1400, Main Tower, 5B, Nallasopara, Mumbai - 400 078, India. Tel: 022-2552 2222. Fax: 022-2552 2223. Email: info@mod-mundipharma.com

90. Zolam

... syndrome, Breast or
... response. Pregnancy
... disease. Withdraw
... when stopping therapy

... anxiety including anxious patients
with symptoms of depression.
0.25mg, 10, Rs. 9.75; 0.5mg, 10, Rs. 10
Also FACYL SR
Alprazolam 0.5mg, 1.5mg, s-r tabs

... Status epilepticus: 10mg
i.v. can be repeated if seizures
persist, upto 125mg in 24 hours.
Tetanus: 10-25mg, to be
repeated as required.

Z o l a m
ALPRAZOLAM TABLET

&

Z o l a m S R
ALPRAZOLAM SR TABLET

Soothes the restive mind round the clock

STADMED

84, CHOWRINGHEE ROAD, KOLKATA-700020



91. Fenaplus

Simply Trustworthy

FENAPLUSTM

Tablets (Paracetamol 500 mg, e.c. Diclofenac sodium 50 mg)

Powerful, Yet Safer!

• Analgesic • Anti-inflammatory • Antipyretic


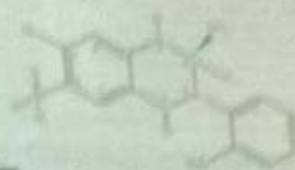


92. Metolaz

For the use of Medical Practitioners Only

For The First Time In India

A versatile antihypertensive-diuretic



Metolaz 2.5/5
2.5 mg & 5 mg Tablet

The original Metolazone

... A class of its own

Significantly reduces both systolic and diastolic BP

Acts on distal as well as proximal tubule and elicits diuresis

Works even when GFR is low

Indicated in -

- Hypertension
- Nephrotic Syndrome
- CHF
- Advanced Cirrhosis

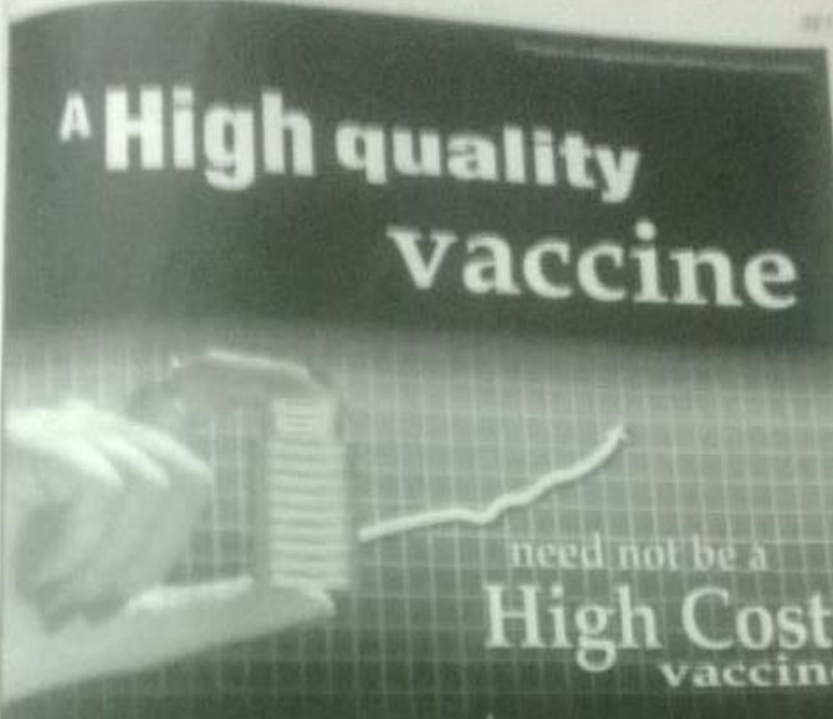
For further details write to us at

CENTAUR PHARMACEUTICALS PVT. LTD.

Centaur Health & Life

Centaur Health & Life
100, 100/1, 100/2, 100/3, 100/4, 100/5, 100/6, 100/7, 100/8, 100/9, 100/10, 100/11, 100/12, 100/13, 100/14, 100/15, 100/16, 100/17, 100/18, 100/19, 100/20, 100/21, 100/22, 100/23, 100/24, 100/25, 100/26, 100/27, 100/28, 100/29, 100/30, 100/31, 100/32, 100/33, 100/34, 100/35, 100/36, 100/37, 100/38, 100/39, 100/40, 100/41, 100/42, 100/43, 100/44, 100/45, 100/46, 100/47, 100/48, 100/49, 100/50, 100/51, 100/52, 100/53, 100/54, 100/55, 100/56, 100/57, 100/58, 100/59, 100/60, 100/61, 100/62, 100/63, 100/64, 100/65, 100/66, 100/67, 100/68, 100/69, 100/70, 100/71, 100/72, 100/73, 100/74, 100/75, 100/76, 100/77, 100/78, 100/79, 100/80, 100/81, 100/82, 100/83, 100/84, 100/85, 100/86, 100/87, 100/88, 100/89, 100/90, 100/91, 100/92, 100/93, 100/94, 100/95, 100/96, 100/97, 100/98, 100/99, 100/100

93. GeneVac – B



A High quality vaccine

need not be a **High Cost vaccine**

In HEPATITIS-B vaccines

GeneVac-B
Recombinant Hepatitis-B Vaccine IP

Priced to ensure 'Health for all'

Proven superior Efficacy in Indian study

The name you can **'TRUST'**

Serum Institute of India Ltd.
Vaccine Division, Plot 27, Sector 25, Gurgaon, Haryana 122002, India. Tel: 01294-353300, 353301 Fax: +91 0129 353306

94. Calcirol

STAY WITH THE SUN ANYTIME
OF THE DAY OR NIGHT WITH

CALCIROL

60,000 I.U. Vit. D₃ in 1 gm Sachet

SO RICH IN VITAMIN D₃,
IT'S LIKE THE **SECOND SUN.**

- Osteoporosis
- Osteomalacia
- Muscle Weakness
- Rickets
- Pregnancy and Lactation
- Post Menopausal Osteoporosis
- Breast Cancer
- Anemia

General Health and Immunity

- Hypertension
- Obesity
- CVD
- Diabetes
- Crohn's Disease
- Colorectal Cancer
- Secondary Infections

- India's 1st Vitamin D₃
- 100 million patients are benefitted with **CALCIROL**
- Serving your patients since the last 4 decades

MAGN | **CADILA**
medical@cadilapharma.co.in
www.cadilapharma.com

95. Relaxyl

When **PAIN** Attacks

Just Relax
with **RELAXYL**
The most reliable solution

RELAXYL
OINTMENT

Relaxyl
SPORTY
Spray

Relaxyl
GEL

Relaxyl^{DA}
Thermogel

RELAXYL
TABLETS

RELAXYL SR
TABLETS

RELAXYL PLUS
TABLETS

 **FRANCO-INDIAN PHARMACEUTICALS PVT. LTD.**
22, Dr. E. Muzumdar Road, Mumbai 400 011,
website : <http://www.francoindian.com>
email : franco@francoindian.com

96. Rabipur

Rabies is a **100%** fatal disease¹

A scratch from a pet dog could be fatal²

World Health Organisation (WHO) recommends **immediate vaccination** for dog scratch victims (category II exposure)³

REFERENCES: 1. Rabies Prevention, M.K. Sadarangani, 1st edition, 2010, Maxmillan Medical Communications, Pg 60. 2. Common WHO Guide for Rabies, Pre and Post-exposure treatment in Humans, Update June 2009

Rabipur® PCEC rabies vaccine
pure powerful protection

Because with rabies, there's no second chance

ABBREVIATED PRESCRIBING INFORMATION: Product : Rabipur (Purified chick embryo cell culture vaccine) **Composition:** Each vial contains purified chick embryo cell rabies vaccine having a potency > 2.5 IU per intramuscular dose. Solvent: 1 ml, pyrogen-free water for injection. **Indication** - Pre-exposure prophylaxis and post-exposure prophylaxis against rabies. **Intramuscular Dosage Schedule.** Administration should be by intramuscular injection of 1ml in the deltoid area for all age-groups. (a) **Post-exposure prophylaxis:** Begin vaccination as soon as possible. A complete course of vaccination for adults and children consists of a total of 3 injections, one injection on each of days 0, 7, 14 and 28. **In the case of Category 3 exposures** (as per the WHO classification), supplementary passive immunization is indicated. **Passive immunization:** The dose of human rabies immunoglobulin (HRIG) is calculated at 20 mg/kg body weight and of equine rabies immunoglobulin (ERIG) at 40 IU/kg. Institute as much as possible into and around the wounds. The remaining, if any, may be given intramuscularly in the gluteal region. (b) **Pre-exposure prophylaxis:** The protective pre-exposure vaccination against rabies consists of one injection on days 0, 7, 21 or 28. If serological tests cannot be conducted to evaluate antibody titres due to cost considerations or inaccessibility of medical facilities for RFFIT, and if continued protection is required, a booster dose one year after primary immunization followed by one dose every 5 years has been suggested. **Contraindications:** In the case of exposure, none. In view of the fatal outcome of clinically manifest rabies, every suspicion of exposure to infection must be treated with vaccination. Pre-exposure immunization is recommended for all persons at high risk, such as medical practitioners, veterinarians, nursing staff, susceptible children, etc. Pre-exposure vaccination is to be postponed in the case of sick and convalescent persons, and those considered to be in the incubation stage of disease. **Side-effects:** Mild pain, erythema and induration in less than 5% of the patients. Headache, lethargy, mild allergic skin reactions and slight elevation in temperature may occasionally be seen in some patients. **Precaution:** Chloroquin, steroids and immunosuppressive therapy should be avoided if possible during the immunization period. **Presentation:** Each pack contains 1 vial of lyophilized, 1 ampoule containing 1.0 ml of water for injection, 1 disposable syringe with needle.

NOVARTIS

Novartis Healthcare Pvt. Ltd., Pharmaceuticals Division, Santacruz House, Dr. Annie Besant Road, Worli, Mumbai - 400 018. Tel: 91-22-2495 8888.

97. Scc-4

Presenting

SCC-4⁺
Pouch

The 5th wonder

Now in improved pouch size

- 99.6% sputum conversion rate in 60 days*
- NIPER approved BA/BE
- Simplest way to treat TB
- No swallowing is required
- Palatable Orange flavour

SCC-POUCH
PATENTED
INDIA'S PRIDE

* Ref: IITD, IITM, IITK, IITR, IITB, IITD, IITK, IITR, IITB

Short Course Chemotherapy of TB patients with SCC pouch

<p>For</p> <p>weight group</p>	<p>Start with</p> <p>SCC-4⁺ Pouch</p> <p style="font-size: x-small;">R.486 + R.225 + E.825 + E.122 + R.186, 18mg</p> <p>1 Pouch x 2-3 months</p>	<p>Continue with</p> <p>SCC-3⁺ Pouch OR SCC-2⁺ Pouch</p> <p style="font-size: x-small;">R.492 + R.225 + E.825 OR R.481 + R.225</p> <p>1 Pouch x 4-5 months</p>
<p>For</p> <p>weight group</p>	<p>Start with</p> <p>SCC-4 LW⁺ Pouch</p> <p style="font-size: x-small;">R.330 + R.150 + E.330 + E.800 + R.186, 18mg</p> <p>1 Pouch x 2-3 months</p>	<p>Continue with</p> <p>SCC-3 LW⁺ Pouch OR SCC-2 LW⁺ Pouch</p> <p style="font-size: x-small;">R.330 + R.150 + E.330 OR R.300 + R.150</p> <p>1 Pouch x 4-5 months</p>

Pouch a day drives TB away

Maneesh Healthcare Website: www.maneeshpharma.com

98. Thyrobest

**Break
the Silence**
Against Thyroid Disease

with
ThyroBest
Thyroxine Sodium 25/50/100 mcg

INDICATIONS

- Hypothyroidism
- Subclinical Hypothyroidism
- Goitre

Salute BestoChem[®]
A Division of BestoChem Formulations (P) Ltd.
www.bestochem.com

99. Beta s

^{Rx} **BetaS**TM
Beta Glucan 500 mg Caps.
For Healthy Beat

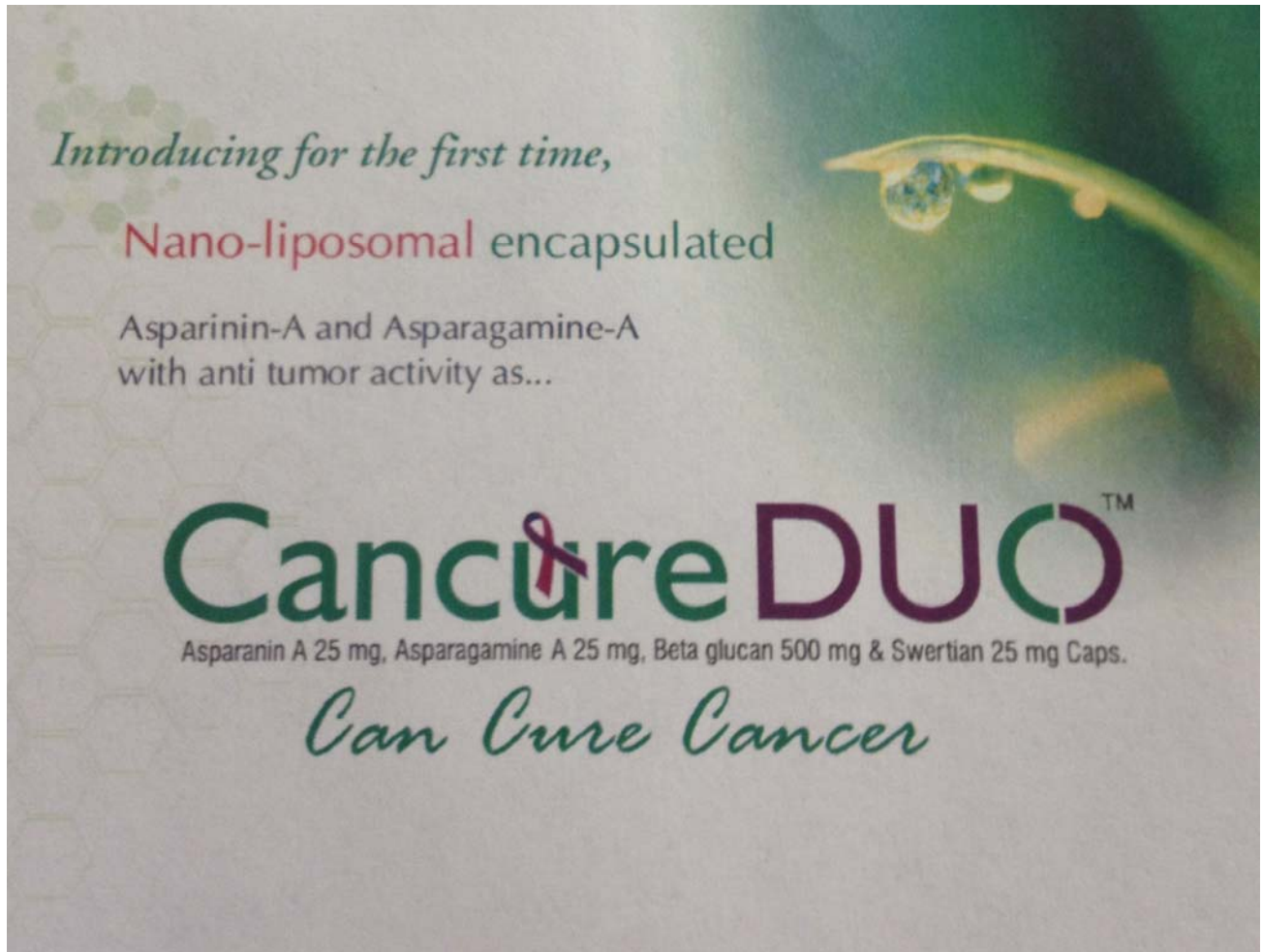
5
points to prescribe
BetaS

- Weight control
- Anti tumor activity
- Wound healing
- Anti Oxidant
- Activates macrophages

Largest producers of purified Beta-glucan

The advertisement features a hand with five fingers, each pointing to a benefit of BetaS. The benefits are: Weight control, Anti tumor activity, Wound healing, Anti Oxidant, and Activates macrophages. A large green circle on the left contains the number 5 and the text 'points to prescribe BetaS'. The background includes a green leaf with a water droplet and a heart rate line graphic.

100. Cancure duo



Introducing for the first time,

Nano-liposomal encapsulated

Asparinin-A and Asparagamine-A
with anti tumor activity as...

Cancure DUOTM

Asparanin A 25 mg, Asparagamine A 25 mg, Beta glucan 500 mg & Swertian 25 mg Caps.

Can Cure Cancer

101. Liv R

Liv RTM
Oleanolic acid 25 mg, Swerilactones 25 mg & Amarogeritine 25 mg Caps.
Live with Relief

- Anti microbial and viral
- Improves immune
- Prevent damage to Liver
- Anti inflammatory

Symptoms listed around the liver illustration: Dark Circles, Mental Fog, Fatigue, Cramping, Inflammation, Constipation, Bloating, Hemorrhoids, Gas, Dehydration, Moody, Diarrhea.

The advertisement features a central illustration of a human liver in a reddish-brown color, set against a light beige background. The liver is surrounded by a list of symptoms in a light grey font, including Dark Circles, Mental Fog, Fatigue, Cramping, Inflammation, Constipation, Bloating, Hemorrhoids, Gas, Dehydration, Moody, and Diarrhea. The text 'Liv R' is prominently displayed at the top in a large, stylized font, with 'Live with Relief' written below it in a cursive script. A small globe is visible in the top right corner, and a list of benefits is centered over the liver illustration.

102. ReDement

Rx
ReDement™
Oleanolic acid 50 mg, Bacoside 50 mg & Saponins 50 mg Caps.
Experiencing 30s in 60s

Healthy Brain Severe AD

Preclinical AD
Mild to Moderate AD
Severe AD

All forms of dementia result from:

- ☛ The deactivation of a nerve cells
- ☛ Loss of communication among the nerve cells

The advertisement features a large image of an elderly man in a grey jacket and hat, smiling and playing chess. The background is a soft-focus outdoor scene. The text and diagrams are overlaid on the left side of the image.

103. Regen



^{Rx} **ReGen**TM

Chondroitin sulphate 200 mg, Glucosamine Hydrochloride 250 mg & Apocynin 30 mg Caps.

Regenerating Life in Joints

In,

- Osteo Arthrities
- Joint Pains

ONE CAPSULE TWICE A DAY

A proven therapy for effective Joints & osteoarthritis treatment

104. StemAct

