

Otsuka launches new molecule in Gastroenterology segment for Gastritis and Gastric Ulcers

MN Report

KARACHI - Otsuka hosted a celebratory ceremony at their head office, on launching a new molecule in their Gastroenterology segment for gastric ulcers. Speaking at the occasion, CEO Otsuka, Mr. Hanif Sattar stated that their company has been bringing the most advanced and research based products to fulfill the need of the medical community. Referring to the most recent advancement, he discussed that, Mucosta (Rebamipide) is a first anti-gastritis and anti-gastric ulcer agent in Pakistan. It is Otsuka's own research based product, which is producing tremendous results in Japan.

Director Otsuka, Mr. Yahya Feroz added to the conversation that medical companies should work towards benefitting humanity with dignity and continue working skillfully. He acknowledged and wished for Mucosta's success in Pakistan.

Chairman Hospital Supply Corporation (HSC), Mr. Mehtabuddin Feroz said that, HSC will continue to serve Otsuka and will support to market Mucosta. Director Distribution Hospital Supply Corporation



Introducing...

Mucosta[®]

[Rebamipide] Tablets 100mg

First Anti-Gastritis & Anti-Gastric Ulcer Agent

Increases Endogenous Prostaglandins (PGs)

Scavenges free radicals

Suppresses gastric mucosal inflammation

A Total Gastric Protection

Changing Perceptions

BRIEF PRESCRIBING INFORMATION: COMPOSITION: Each MUCOSTA Tablet contains 100 mg of rebamipide. **DESCRIPTION:** MUCOSTA is a cytoprotective drug with pleiotropic activities. **INDICATIONS:** Gastric ulcers and Treatment of gastric mucosal lesions (erosion, bleeding, redness, and edema) in the following conditions; acute gastritis and acute exacerbation of chronic gastritis. **DOSAGE AND ADMINISTRATION:** Gastric ulcers: The usual adult dosage of rebamipide is 100 mg (1 MUCOSTA Tablet) taken by the oral route three times daily, in the morning, in the evening, and before at bedtime. Treatment of gastric mucosal lesions (erosion, bleeding, redness, and edema) in the following conditions; acute gastritis and acute exacerbation of chronic gastritis: The usual adult dosage of rebamipide is 100 mg (1 MUCOSTA Tablet) three times daily taken by the oral route. **CONTRAINDICATIONS:** Patients with a history of hypersensitivity to any ingredient of this drug. **ADVERSE REACTIONS:** Clinically significant adverse reactions- Shock, anaphylactoid reactions (incidence unknown), Leukopenia (incidence <0.1%) and thrombocytopenia (incidence unknown), Hepatic dysfunction (incidence <0.1%) and jaundice (incidence unknown). **Patient's Instructions for Use:** Patients should be instructed not to ingest any portion of the press-through package (PTP). **STORAGE:** Store below 30°C.

Detailed prescribing information available on request.

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A Sign of Japanese Commitment to Better Health



(HSC), Mr. Hamid Yahya Feroz added that, HSC will provide smart distribution services to bring Mucosta to number one in Pakistan's market.

Director Marketing, Mr. Tariq Shahid described the market position in gastroenterology segment. He said that his team can get the market share to use with ethical practice; and that Mucosta would be number one in year 2019. Marketing Manager, Mr. Muhammad Arshad Khan added that the team is ready to accept this challenge and bring Mucosta to gastroenterology's segment in Pakistan. Ms. Arooj Aslam, the Assistant Product Manager described the product's mechanism of action and pharmacokinetics, the drug's effects and side effects.