

Dr. Reddy's launches OTC Lansoprazole capsule in the U.S. market

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Dr. Reddy's OTC Lansoprazole Delayed-Release Capsules USP, 15 mg, is an over-the-counter, Proton Pump Inhibitor (PPI) used to treat frequent heartburn occurring two or more days a week



Dr. Reddy's Laboratories Ltd. has announced the launch of Lansoprazole Delayed-Release Capsules USP, 15 mg, an over-the-counter (OTC) store-brand equivalent of Prevacid® 24HR Capsules, in the United States market, as approved by the U.S. Food and Drug Administration (USFDA).

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"We are pleased to continue to expand our antacids and PPI portfolio for our customers," says Milan Kalawadia, Senior Vice President and Head of US OTC and Specialty Rx Divisions, Dr. Reddy's Laboratories. "We look forward to collaborating with our customers to provide high-quality, affordable alternatives to consumers."

The Prevacid® 24HR brand and generic had U.S. sales of approximately \$57 million MAT for the most recent twelve months ending in August 2019 according to IRI.

Dr. Reddy's OTC Lansoprazole Delayed-Release Capsules USP, 15 mg, are available in 14, 28 and 42 count sizes. Prevacid® is a registered trademark of Takeda Pharmaceuticals North America, Inc.