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Dr Reddy's launches diclofenac sodium topical gel 1% in US

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Dr Reddyâ??s Diclofenac Sodium Topical Gel, 1% (OTC), is used for the temporary relief of arthritis pain



Hyderabad based Dr Reddy's Laboratories Ltd. (Dr Reddy's), an integrated pharmaceutical company, committed to providing affordable and innovative medicines for healthier lives has recently announced the launch of over-the-counter Diclofenac Sodium Topical Gel 1%, the store brand version of Voltaren® Arthritis Pain in the U.S. market.

Marc Kikuchi, CEO, North America Generics, Dr Reddy's Laboratories, commented on the launch, "The launch of Dr Reddy's Diclofenac Sodium Topical Gel, 1% (OTC), is an important addition to our Pain/ Analgesics portfolio of OTC products, and represents our continued commitment to the Private Label OTC space."

He added, "We are pleased to partner with Encube Ethicals to bring this product to market for the benefit of consumers."

Dr Reddy's Diclofenac Sodium Topical Gel, 1% (OTC), is used for the temporary relief of arthritis pain ONLY in the following areas:

- Hand, wrist, elbow
- Foot, ankle, knee

Voltaren® Arthritis Pain brand had total U.S. retail sales of approximately $44 million since launch in May 2020 according to IRI. Voltaren® is a trademark of Novartis Corporation.

Dr Reddy's Diclofenac Sodium Topical Gel, 1% (OTC), will soon be available in multiple pack sizes to allow consumers a variety of purchasing options.