

## Sun Pharma launches cough syrup Chericof 12 in India

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**The novel formulation will provide relief from cough for up to 12 hours**



Sun Pharmaceutical Industries announced the launch of a novel formulation in cough management - Chericof 12 (Dextromethorphan Hydrobromide 30 mg and Chlorpheniramine Maleate 4 mg) in India. Chericof 12, the first prescription cough syrup in India which gives relief for up to 12 hours, is manufactured using Polistirex technology for sustained release of the drug. Chericof 12 is approved for patients of age group six years and above.

The Polistirex technology used in Chericof 12 provides sustained release of the medicine in the body, thus offering up to 12-hour relief to patients with twice-daily dosage.

Kirti Ganorkar, CEO – India Business, Sun Pharma said, “At Sun Pharma, we always endeavour to introduce differentiated medicines that enhance convenience or solve patients’ problems, thus helping them to cope better with their ailments. The Polistirex technology used in Chericof 12 helps in improving patient compliance and avoids the need for frequent dosing.”

Polistirex Technology involves the complexation of two drugs, Dextromethorphan Hydrobromide and Chlorpheniramine maleate with resins. The resin granules of both drugs are added in suspension to form Chericof 12. Complexation of drugs with polistirex not only provides sustained release but also masks the bitter taste making it more palatable.