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MSN Group launches Indiaâ??s first urinary incontinence drug

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Affordable treatment for Overactive Bladder (OAB), a widely prevalent problem among men and women in India



MSN Labs, a research-based and fully-integrated global pharmaceutical company based out of Hyderabad, has announced the launch of Fesobig, world's first bioequivalent generic version of Fesoterodine Fumarate.

Fesobig is recommended as the safest, novel first line pharmacotherapy option by various international treatment guidelines for the treatment of overactive bladder (OAB) and Uninary Incontinence (UI).

Speaking on occasion, Bharat Reddy, Executive Director, MSN Group, said, “Besides helping recover from overactive bladder (OAB), we are certain that Fesobig will endow patients with a much confident way of life by eliminating the social and psychological discomfort associated with the condition. We have ensured that drug is priced affordably so that it can benefit a vast majority of patients.”

Overactive Bladder disorder (OAB) is involuntary leakage of urine resulting from pelvic floor dysfunction and is strongly associated with the female gender. The prevalence of UI in India is also relatively high, ranging from 10% in rural areas to 34% in urban areas. Although UI is not a threat to life, it causes discomfort, shame, and loss of self-confidence.