

Entod Pharma announces launch of DCGI approved PresVu Eye Drops for presbyopia treatment

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PresVu is the first eye drop in India specifically developed to reduce dependency on reading glasses



Mumbai-based Entod Pharmaceuticals has received final approval from the Drug Controller General of India (DCGI) for its innovative PresVu eye drops, marking a significant milestone in the management of presbyopia. This approval follows an earlier recommendation by the Subject Expert Committee (SEC) of the Central Drugs Standard Control Organisation (CDSCO).

PresVu is the first eye drop in India specifically developed to reduce dependency on reading glasses for individuals affected by presbyopia, a common age-related vision condition that typically impacts those over 40. PresVu has also been applied for a patent for this invention in terms of its formulation and the process. The repurposed proprietary formula not only gets rid of reading glasses but also helps the patient lubricate their eyes as a side benefit.

These eye drops utilise advanced dynamic buffer technology to swiftly adapt to tear pH, ensuring consistent efficacy and safety for extended use, keeping in mind that such drops will be used for years at a stretch.

Priced at Rs 345, the company plans to launch the product in October, with support from academic institutions, in order to generate more awareness about the product and the growing cases of presbyopia in the country.

On the other hand, the company is also working on repurposing existing molecules to develop topical solutions for myopia and dermal fillers for skin care. Entod has also recently tied up with a health tech company to explore generative AI-led drug discovery to treat Keratoconus, an eye condition in which the cornea gets thinner and gradually bulges outward into a cone shape.