

## Glucose monitor with audio alerts

10 October 2011 | News

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LifeScan, a Johnson & Johnson company, launched a breakthrough new blood glucose monitoring device specifically designed to make self-monitoring simple and meaningful for the millions of Indians with diabetes. Called Onetouch SelectSimple, the blood glucose monitor offers a simple, affordable and effective option for self monitoring of blood glucose levels.

Most diabetics rank complexity of usage and difficulty in interpretation of device output as among the greatest barriers to self-monitoring. SelectSimple addresses these specific needs and was developed post extensive research among doctors, nurses and patients in India over the past two years. Furthermore, India is the first country in the world to launch this innovation.

SelectSimple is the first meter to be launched with audio alerts. There are two alerts corresponding to high and low glucose levels. These alerts automatically go off whenever the readings cross the cut-off limits. So, the benefit to the patients is simple: if the meter alerts, the readings are of concern and the patient must take some action as advised by their healthcare professional. The product also has visual alerts via the use of arrows on screen, as well as a high-low alarm reference card where the patients can put down their readings and maintain a record.

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## Ranbaxy UK launches esomeprazole

Ranbaxy (UK) launched esomeprazole 20 mg and 40 mg tablets, the first approved generic bio-equivalent version of the product Nexium, in the United Kingdom (UK), with annual UK sales of \$96.7 million, according to IMS June 2011.

The product will be offered through pharmacies, retail and wholesale stores with immediate effect. Esomeprazole is used in

the treatment of dyspepsia, peptic ulcer disease, gastroesophageal reflux disease and Zollinger-Ellison syndrome.

Ranbaxy (UK) is the wholly-owned subsidiary of Ranbaxy Laboratories in the UK. Established in 1994, it is today one of the major generic companies in this market providing medicines in the cardiovascular, CNS, anti-infective, gastroenterology, anti-viral, anti-inflammatory, oncology and pain relief therapeutic segments.

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## **Lupin launches generic Keppra XR**

India-based Lupin Pharmaceuticals has announced that the US FDA has granted final approval for the company's abbreviated new drug application to market a generic version of UCB's Keppra XR tablets. Commercial shipment of the product has commenced.

Lupin's levetiracetam 500 mg and 750 mg extended-release tablets are the AB-rated generic equivalent of Keppra XR, an antiepileptic drug indicated for adjunctive therapy in the treatment of partial onset seizures in patients 16 years of age or more with epilepsy. Keppra XR tablets had annual sales of approximately \$161 million for the twelve months ended June 2011.

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## **Venus Remedies to market Docetaxel**

Chandigarh-based Venus Remedies has recently received market authorization (MA) for its anti cancer product, Docetaxel. The company's wholly-owned subsidiary, Venus Pharma GmbH, Germany, has received this MA for Portugal.

The versatile anti-cancer drug is considered as one of the largest oncology products, which is used mainly for the treatment of breast cancer, non-small cell lung cancer, prostate cancer, gastric adenocarcinoma, head and neck cancer and ovarian cancer. Venus is all set to launch this anti-cancer drug in the market by the end of 2011 and it has also filed a patent for this product.

A semi-synthetic cytostatic taxane analogue, Docetaxel was initially developed by Sanofi-Aventis and is marketed under the brand name Taxotere. The molecule patent protection of Sanofi-Aventis has recently expired in major European countries while in rest of the countries, the expiry of patent is due in November 2013. This recent patent expiry has further enhanced the prospects for Venus Remedies to market Docetaxel and capture a significant market share where at present the European market of Docetaxel is worth around \$1.6 billion.

Currently, Venus is marketing Docetaxel under the brand name Doxol in various emerging markets of Africa, Asia, CIS and LAC. The company has also filed dossiers in many countries where the product is in the process of registration. Besides this product, the company is also contributing successfully in the oncology segment for Europe through its wide array of key products, which includes Paclitaxel, Gemcitabine, Oxaliplatin, Irinotecan and Topotecan.