

Dr Reddy's launches Melgain lotion for vitiligo

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Pharma giant Dr Reddy's Laboratories launched Melgain lotion, in-licensed with city-based Issar Pharmaceuticals for the domestic market. It is said to be the first peptide-based drug for vitiligo. While Issar will be manufacturing the product, Dr Reddy's will take care of marketing.

Vitiligo is a skin disease that leads to white patches on the body due to the loss of the normal skin pigment, melanin. About five crore people in India are affected by this skin disorder. "As white patches are more obvious on generally dark Indian skin, the condition causes social stigma," Dr Reddy's Laboratories' senior vice president and India business head (generics) Mr Alok Sonig said, citing reports suggesting that around 54 percent vitiligo patients, in India, were found to be suffering from depression.

Speaking about the product, Mr Sonig said, "Melgain lotion leads to re-pigmentation in 80 percent to 90 percent of patients, as compared to the 60 percent who respond to other medical treatments such as corticosteroids and phototherapy". He added, "Melgain lotion is safe and efficacious for usage on various parts of the body, as established by a number of clinical studies. Its safety is well established for treating children as well."

"Studies have also shown that patients respond faster when Melgain lotion is used in combination with other medical treatment options," he further added.

He also pointed out that the company was working towards strengthening its dermatology products portfolio and is eyeing a

slot in the top five players of the segment in India in the next five to seven years. The dermatology segment currently contributes less than 10 percent of the revenue.