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Sun Pharma offers Brillo, a first-in-class oral lipid-lowering drug in India

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Bempedoic Acid has a new mechanism of action compared to existing product



Sun Pharmaceutical Industries has announced that one of its wholly-owned subsidiaries plans to launch a first-in-class oral drug, Bempedoic Acid, in India for reducing low-density lipoprotein (LDL) cholesterol.

The company will launch the drug under the brand name "Brillo". It is a first-in-class drug which has a new mechanism of action compared to the currently available lipid-lowering agents.

It is indicated for people who have an inherited genetic disorder that causes high cholesterol levels or established heart disease where cholesterol levels remain high, despite lifestyle changes and the use of maximum tolerated dose of statins.

Kirti Ganorkar, CEO – India Business, Sun Pharma said, "Sun Pharma is the leader in the cardiovascular segment and a pioneer in lipid-lowering therapy in India. In line with our commitment to introducing novel products, we are launching this first-in-class oral drug, Brillo®. It is a novel treatment option that will help manage high LDL cholesterol in patients with heart diseases, a condition which is growing at an alarming rate."

One in four deaths in India is now because of heart diseases, with ischemic heart disease and stroke responsible for >80% of this burden. These diseases tend to affect patients in the most productive years of their lives and result in catastrophic social and economic consequences.