

Mundipharma to bring cold-fighting product to Africa, ME

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BETADINE Cold Defence Nasal Spray is a natural product with anti-viral effects that helps to eliminate 99% of cold and flu viruses and shorten the duration of common colds.



Mundipharma will be introducing BETADINE Cold Defence, a new early treatment hailed as a “world-first”, in the Middle East (ME) and Africa to help families stay healthy and fight the common cold.

Clinical trials have showed that BETADINE Cold Defence reduced duration of the disease by up to two days for children and by two days for adults, increased viral clearance and reduced severity of cold and flu-like symptoms.

BETADINE Cold Defence is a natural product with anti-viral effects that helps reduce duration of colds in adults and children. It is delivered as a nasal spray and contains the ingredient iota-carrageenan, also called Carragelese. It is available in adult and children’s formulations and is recommended for use at the first sign of cold and flu-like symptoms.

Mundipharma CEO, Raman Singh, said: “Every year the common cold interrupts family, school and working life, soaking up medical leave, putting pressure on productivity and colleagues and interrupting people’s daily life. As an early treatment to manage cold and other flu-like illnesses, BETADINE Cold Defence can help keep families and workplaces productive and healthy.”