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ASIA EDITION

Eisai launches bile acid transporter inhibitor Goofice in Thailand

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Goofice inhibits the bile acid transporter that regulates the reabsorption of bile acids



Eisai's Thailand subsidiary Eisai (Thailand) Marketing Co., Ltd. has launched the bile acid transporter inhibitor Goofice (generic name: elobixibat hydrate) in Thailand. This is the first launch of Goofice in the Asian region excluding Japan.

Goofice, which Eisai's subsidiary for gastrointestinal diseases EA Pharma Co., Ltd. (Tokyo, EA Pharma), in-licensed from Albireo AB (Sweden), is a once-daily, orally available constipation treatment with a novel action mechanism.

Goofice inhibits the bile acid transporter that regulates reabsorption of bile acids thereby increasing the flow of bile acids to the colon. The dual action of moisture secretion and bowel movement promotion is expected to enhance natural defecation.

In Japan, EA Pharma and Mochida Pharmaceutical respectively market the product under the same brand name, and Eisai is co-promoting with EA Pharma. In Asia (Thailand, Indonesia, Philippines, Malaysia, and Singapore), Eisai is responsible for the commercialization and marketing of this product under a contract with EA Pharma.