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Taiwan-based Lotus Pharma launches drug for multiple myeloma in Brazilian market

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Lotus partners with Eurofarma & Adalvo, launching Nuvyor (Lenalidomide) in Brazil



Taiwan's Lotus Pharmaceutical has announced that together with Adalvo, the company has partnered with Eurofarma, to launch Lenalidomide in the Brazilian market under the brand name Nuvyor.

Nuvyor is the first similar molecule in the Brazilian market and is used in the treatment of multiple myeloma - a disease that affects plasma cells, bone marrow cells responsible for the production of antibodies that fight infections.

The drug, has been developed and manufactured by Lotus, arrived at hospitals and clinics in October last year.

This strategic partnership with Adalvo and Eurofarma has enhanced accessibility of vital medications to patients in Brazil with a safe and cost-effective alternative for multiple myeloma and expands Lotus's reach to this most important market in South America.

The Eurofarma Group is present in more than 20 countries, with 10 production plants in Latin America. In 2021, it generated net sales of R$ (Brazilian real) 7 billion and employs more than 8,800 employees.