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Singapore: Pro Bono Bio has received approval for sale of its innovative product FLEXISEQ, a new nanotechnology based treatment for osteoarthritis, in Malaysia. This follows the successful launch of FLEXISEQ in Europe earlier this year.

Pro Bono Bio has signed an agreement to distribute FLEXISEQ in Malaysia and the product will be available via local distribution company Farmasia Sdn from early July 2012. Its first introduction to the local market is at the 42nd Annual Scientific Meeting of the Malaysian Orthopaedic Association in Kuantan, Malaysia, held between the 14th and 17th of June 2012.

Mr Michael Earl, COO of Pro Bono Bio, said, "Pro Bono Bio is an ambitious new international pharmaceutical company that expects to make a real difference for patients, doctors and payers alike by developing truly innovative products to address areas of real need. We look forward to introducing further innovative products this year and are also considering where to locate our regional headquarters and manufacturing facilities to support our products in South East Asia."

Zohrah Razak Al Aidruss of Farmasia said, "It is wonderful to have reached an agreement to introduce such an innovative product into Malaysia. The unique mode of action and lack of the side effects associated with various existing drug products makes this a very welcome addition to the solutions available for physicians managing Osteoarthritis (OA). OA affects millions of patients in Malaysia, and both global and local trials have proved the effectiveness of FLEXISEQ at relieving joint pain associated with OA."