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ASIA EDITION

Lupin launches Zaxine in Canada

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Singapore: Lupin announced that its Canadian subsidiary, Lupin Pharma

Canada (collectively Lupin) has launched its first Brand product Zaxine, under a strategic licensing agreement with the North-Carolina-based GI specialty company Salix Pharmaceuticals.

Zaxine 550mg (rifaximin) is a long term antibiotic treatment for adults living with hepatic encephalopathy (HE), a complication of liver disease (cirrhosis).

The agreement grants Lupin exclusive rights to promote, distribute
and market Zaxine in the Canada.

HE can lead to a wide spectrum of mental and physical symptoms, including confusion, disruption in sleep patterns, personality changes and coma Zaxine 550mg has approved by Health Canada under priority review for the reduction in risk of overt HE recurrence in patients greater than or equal to 18 year of age.

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Lupin will promote the product to Hepatologists and Gastroenterologists through its own specialty sales force in Canada. Lupin is in the process of establishing its Canadian presence and the launch opens up growth opportunities for the future.

Zaxine is a 'First-in-Class' treatment for HE that currently has limited options for long term treatment.

Commenting on the launch, Ms Vinita Gupta, CEO, Lupin, said, "We are very excited with the expansion of Lupin's business into Canada given the opportunity we have, to create a brand presence with the launch of Zaxine. The launch demonstrates Lupin's commitment to grow its brand franchise in North America and bring meaningful products to patients in Canada."