

Novo Nordisk launches Ryzodeg in Bangladesh

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Novo Nordisk launches new insulin Ryzodeg in Bangladesh



Singapore: Novo Nordisk, a global leader in insulin and diabetes care recently announced the launch of a new insulin, Ryzodeg, in Bangladesh. Ryzodeg is a simple regimen with fewer injections than basal-bolus therapy that provides successful reduction of blood glucose with less chances of hypoglycaemia compared to conventional insulin, said the company in a statement.

Mr A Ranjan Kumar, managing director, Novo Nordisk, said, "People suffering from diabetes are currently using basal-bolus regimens and need to take up four daily injections, which can be inconvenient and stressful. Ryzodeg requires only two injections daily."

Ryzodeg is a combination of two distinct insulin analogues, degludec and aspart with ratio of 70:30, making it the first true combination of a basal insulin with an ultra-long duration of action and a well-established mealtime insulin in one shot, he added.

Mr Kumar commented, "We have been serving Bangladesh with world class insulin for more than 50 years. In a country like Bangladesh where diabetes has become one of the biggest healthcare challenges, it is critical that product innovations are aimed at assisting physicians to provide better and effective treatment options."