

Venus Remedies launches Trois in India

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New Delhi: Chandigarh-based Venus Remedies, a research-based pharmaceutical company, has launched Trois in the India market. This patent protected topical nano-emulsion has been developed using the integrated natural medicine approach to relieve patients from all kinds of arthritic pain.

"The problem of arthritis is constantly growing in India. As per the latest reports, almost 15 percent of the Indian population is suffering with this crippling disease. We felt the pressing need to develop an alternative solution for rheumatic disorders and related infections, thus have come up for the first time with a topical nano emulsion, Trois, to relieve arthritic pain," said Dr Manu Chaudhary, joint MD and director- Research, Venus Remedies.

At present, there are many biological products available in the markets for treating arthritis and related condition, but they have many side effects associated with them.

The company claims that Trois is the most effective drug for the treatment of arthritis and is getting outstanding response in the various markets across India. Trois is indicated for treatment of pain and inflammation as associated with osteoarthritis, rheumatoid arthritis, juvenile idiopathic arthritis, gouty arthritis, ankylosing spondylitis, psoriatic arthritis, backache, sprain and fibromyalgia. Prevalent treatment of rheumatoid diseases includes drugs such as non-steroidal, anti inflammatory drugs (NSAIDS), corticosteroids, slow acting anti-rheumatic drugs (SAARDS) or disease modifying (DM) drugs include penicillin amine like drugs such as cyclophosphamide, methotrexate, gold salts, azothioprine, levamisole and the like. All these drugs are said to have severe side effects and most of them are cytotoxic.

"With the kind of response we are getting for this revolutionary nano tech emulsion in pain management as topical pain killer in arthritis, we are hopeful of capturing a significant share of the rheumatoid arthritis drug market in India, which is speculated to grow up to \$672 million in 2013," said Mr Dheeraj Aggarwal, CFO, Venus Remedies."

Trois has been awarded gold medal in 2011 under India Innovation Growth Program organized by FICCI, Lockheed Martin and IC2 Institute, Texas. "We have already filed patents for TROIS in the major markets across the globe and based on the regulatory approvals, we are soon going to launch our products in the international markets as well," said Mr Aggarwal.