



## **BEXIMCO PHARMACEUTICALS LTD.**

**June 04, 2006**

### **Beximco Pharma introduces new generation inhaler against persistent asthma**

#### **'First Time' in Bangladesh**

The largest Metered Dose Inhaler (MDI) manufacturer of Bangladesh, Beximco Pharmaceuticals Limited (BPL) has launched a novel, new generation corticosteroid inhaler Cesonide® today (June 04, 2006) for the treatment of adults suffering from persistent asthma.

Cesonide® (Ciclesonide) is a first time launch from the leading drug manufacturer Beximco Pharma in Bangladesh to fight against persistent asthma.

On launching of the product, Chief Executive Officer of the company Mr. Nazmul Hassan said, Beximco Pharma has a strong commitment to developing the next generation of anti-inflammatory agents for the treatment of asthma.

Presently, BPL is supplying more than 52% of the locally produced MDIs in Bangladesh, he added.

**Cesonide®** (Ciclesonide) is indicated for the treatment of persistent asthma in adults and is considered to be the next-generation corticosteroid inhaler for its distinct profile compared with other similar products, he said.

Cesonide®, a pro-drug corticosteroid, is activated by esterase's in the lung, which gives the product a much improved safety profile compared to the rest of this class, without compromising efficacy.

Moreover, Cesonide® has a reduced oropharyngeal side-effect profile while maintaining a full and prolonged effect in the lung.

The inhaler is available in the market in two different strengths: **Cesonide® 80**

**Inhalation Aerosol and Cesonide® 160 Inhalation Aerosol.** The retail price of

Cesonide® 80 is Tk. 250 and Cesonide® 160 is Tk. 350.

#### **Note to the Editor**

**Beximco Pharmaceuticals Ltd** is a leading edge pharmaceutical company based in Dhaka, Bangladesh and is a member of the BEXIMCO Group, the largest private sector industrial conglomerate in Bangladesh. Beximco Pharmaceuticals started its operation in 1980, manufacturing products under the licenses of Bayer AG of Germany and Upjohn Inc of USA and now has grown to become nation's one of the leading pharmaceutical companies, supplying approximately 10% of country's total medicine need. Today Beximco Pharmaceuticals manufactures and markets its own 'branded generics' for almost all diseases from AIDS to cancer, from infection to asthma, from hypertension to diabetes, for both national and international markets. It also contract manufactures for major international brands of leading multinational companies.