

Treatment of urinary frequency and unstable bladder conditions

Detrunorm tablets are indicated for the treatment of urinary frequency and unstable bladder conditions.

Detrunorm's active ingredient propiverine hydrochloride is a product of original research by APOGEPHA Arzneimittel GmbH, and has been marketed in Europe for many years.

Propiverine has a dual mode of action (it causes a dosage dependent decrease of the intravesical pressure and an increase in bladder capacity) by the following mechanisms :

- Inhibition of calcium influx and modulation of the intracellular calcium in urinary bladder smooth muscle cells causing musculotropic spasmolysis. And
- Inhibition of the efferent neurotransmission of the nervus pelvicus due to anti-cholinergic action.

The effect is based on the sum of the pharmacological properties of propiverine and its three active metabolites which are directly musculotropic and anticholinergic.

Madersbacher and Mürtz in the review entitled "Efficacy, tolerability and safety profile of propiverine in the treatment of the overactive bladder (non-neurogenic

and neurogenic), makes the following statement: "Propiverine hydrochloride is a compound that has neurotropic and musculotropic effects on the urinary bladder smooth muscle. Controlled clinical trials have shown its effectiveness in treating detrusor hyperreflexia and in treating patients with symptoms of an overactive bladder."¹

The International Consultation of Urological Diseases classes propiverine hydrochloride as a Class 1/A product the highest grade, which confirms evidence of efficacy.²

Detrunorm is well-tolerated with the commonest side effects being dry mouth and constipation. However, with continued use of the product the side effects lessen.

Madersbacher and Mürtz in the same review state : "Propiverine is well tolerated. It is better tolerated than oxybutinin (particularly in regard to frequency and severity of dryness of mouth)."¹

After oral administration of DETRUNORM® propiverine hydrochloride is rapidly absorbed from the gastrointestinal tract. Maximal plasma concentrations are reached after 2.3 hours as



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an average after a single dose of one coated tablet. The average absolute bioavailability of DETRUNORM® is 40.5%. (arithm. Mean value for AUC_{∞} (p.o.)/ AUC_{∞} (i.v.)).

Propiverine is already intensively metabolized pre-systemically. After repeated application (15 mg two to three times a day) steady state is reached after four to five days at a higher concentration level than after single dose application (C average = 61 ng/ml). The substance has a high first pass effect.

Detrunorm is currently available as a tablet containing 15 mg propiverine hydrochloride. The usual dose is one tablet once or twice daily.

For further information please contact Pharmafrica at 0800 601 098.

References

1. Madersbacher H., Mürtz G. Efficacy, tolerability and safety profile of propiverine in the treatment of the overactive bladder (non neurogenic and neurogenic). World J Urol (2001) 19:324-335.
2. Abrams P, Cardozo L, Khoury S, Wein A, eds. Incontinence. 2nd ed. Plymouth, England : Health Publications 2002

3M Pharmaceuticals becomes iNova Pharmaceuticals



Left to right: Dr Irwin Jukes- Marketing Manager South Africa, Tony Martin- CEO Australia, Sally Skirving-Director South Africa, Chris van Niekerk- COO Australia

3M Pharmaceuticals has announced it has changed its name to iNova Pharmaceuticals (Pty) Ltd.

The new company was formed following the agreement in November 2006 between Australian investors and 3M to acquire 3M Pharmaceuticals Asia

Pacific and Africa

Based in Sydney, iNova Pharmaceuticals develops and supplies a range of prescription and over-the-counter medicines including drugs to treat skin cancer, heart conditions, weight loss, asthma, coughs, sore throats and sport injuries. Brands well-known to the South African market include Aldara, Andolex, Pholtex, Migril, Duromine, Norflex and Metrogel V.

June 15, 2007 marked the official opening of the South African head office situated in Elandsfontein.

Chief executive Tony Martin said that iNova Pharmaceuticals would focus on geographical expansion and expanding the company brand.

"iNova Pharmaceuticals is ideally positioned with its diverse product portfolio and high growth outlook to expand into

new and existing markets," Mr Martin said.

"We intend to grow the business throughout South Africa, and continue to build on product innovation."

iNova Pharmaceuticals has manufacturing and laboratory facilities in Thornleigh, Australia and distributes products to South Africa and throughout the Asia-Pacific region including Australia, New Zealand, Malaysia, the Philippines, Thailand, Singapore, Japan, South Korea, China, Taiwan and Hong Kong. The local company also manufactures part of their range in South Africa.

For further information, please contact iNova Pharmaceuticals on (011) 821 0124.

New on-site consulting room blood testing device to benefit patients



A new blood testing device enables doctors to have their own "small laboratory", allowing them to conduct over 20 different tests on patients and review immediate results. Instead of blood samples being sent away to a laboratory, and the patient having to be called with the results a few days later, this new system will enable the doctor to conduct the tests, obtain the results, and discuss the results with the patient, all within the same consultation. For patients with lifestyle diseases who visit their doctor once a month or more, this new technology allows for better patient care.

Called the S40, this system is being launched in South Africa through collaboration between local company

Batswadi Pharmaceuticals and leading Japanese global electronics company Hitachi.

The advantages of this system, for both the doctor and the patient, are numerous. The entire process takes about 15 minutes, from commencing the test to obtaining the results. It is very easy to operate, and simply involves setting the sample, setting the disposable reagent cartridges, pressing start and reading the results. It provides an excellent fit in a doctor's room as it is compact and does not involve complex laboratory equipment.

In addition, it enables the doctor to test the patient for a battery of tests, including glucose, HbA1C, lipids, liver & kidney function, and metabolic disorder

tests. Due to the technical advances of the machine, it also involves low maintenance and upkeep, with daily maintenance requiring a simple wipe down of the analyser.

A number of performance assessments have been conducted on this equipment, with this Wet Chemistry System being proven to deliver exceptionally accurate results. Test results from the S40, using the same sample, have been shown to correlate with those results obtained on large clinical analyzers in laboratories.

For further information on the Hitachi S40 Clinical Analyser, contact Batswadi on (011) 267 2200 or visit the website at www.batswadi.com

Fast Acting, Pain Relieving Heat Pads



Historically, heat has been a natural remedy for pain relief, due to its effects to reduce pain and enhance the recovery process. The Egyptians buried patients in hot sand to treat joint pain. Hippocrates filled earthenware jugs with boiling water and placed them on people's chests to relieve congestion.

By increasing the temperature of the skin surface and underlying tissue, heat stimulates the thermoreceptors (sensory receptors that respond to heat and cold) which then help block transmissions of pain signals to the brain. This translates into a significant decrease of discomfort.

Heat therapy increases blood flow, causing hyperaemia, induction of reflex vasodilation and acceleration of metabolic processes, which helps to decrease stiffness, relax and relieve sore muscles (reducing tension in muscle trigger points and increasing the ability of the muscle tendon unit to relax and stretch), quicken the inflammatory process, and provide soothing comfort.

The most effective heat therapy products are the ones that can maintain their heat at the proper temperature over enough time. The desired effect is for the heat to penetrate down to the muscles. This lowers the viscosity of collagen (the most common protein found in the body) in the muscles, softening muscle and tendon, enabling muscles to extend more easily and adding flexibility to joints.

In many instances, the longer the heat is applied, the better (Bodi Heat = 12 hours). Patients should not have their heat source too hot to the point of burning the skin. Bodi Heat is an air activated heat pad that provides continuous, low-level heat to relax your

sore, aching muscles and relieve your pain. It is an easy and economical way to improve your active lifestyle, and a convenient form of pain relief.

The major benefit of Bodi Heat is that it is non medicinal, and can be used by pregnant woman, people with arthritis, sportsman & sportswoman, people that are allergic to certain medicinal plasters & even help with period pain!

Bodi heat therapy is an easy and inexpensive option to provide relief from many forms of pain. It may be used alone or in conjunction with other therapies. Because it is so simple, it is often overlooked and physicians may forget to mention it, but heat therapy used in the right way can be a valuable part of many pain treatment programmes.

NEW in South Africa Beyond Bodi Heat (Available at selected Dischem Stores) For further information contact info@komodomarketing.co.za