

Pharma dynamics launches Zartan 50 mg - the first generic Angiotensin Receptor Blocker (ARB)



The South African Hypertension Guidelines state that “the price of ARB’s remains a negative factor until it falls or there is a generic equivalent”¹.

Pharma Dynamics is proud to announce the launch of **ZARTAN 50mg** the first generic equivalent of the angiotensin receptor blocker, losartan potassium.

ZARTAN 50mg contains the nonpeptide angiotensin II receptor antagonist, losartan potassium which boasts a high affinity and selectivity for the AT₁ receptor. Losartan is converted into an active metabolite, E3174, which contributes substantially to its antihy-

pertensive effect, and which persists throughout 24 hours following a once-daily administration.

In addition to its well known antihypertensive effect, losartan potassium has also been proven to lower the risk of strokes in hypertensive patients with concomitant left ventricular hypertrophy² and conveys renal protection for type II diabetes patients with nephro-pathy³.

ZARTAN 50mg is indicated for hypertension. The white, film-coated tablets are scored for easy dosage titration. **ZARTAN 50mg** is available in blister packs of 30 tablets at a cost of R75.00 (SEP. excl. VAT)

ZARTAN 50mg joins the well established cardiovascular portfolio from Pharma Dynamics which offers affordable generic medicine, proven bio-equivalence to the originator’s product at a fraction of the price.

Lifestyle modification is recommended for all hypertensive individuals. Patients receiving a script for **ZARTAN 50mg** will immediately qualify for Dynamic Health, the lifestyle modification programme powered by Virgin Life Care.

Please contact Pharma Dynamics’ Customer Care Line 0860 PHARMA (742 762) if you have any queries.

S3 ZARTAN 50mg. Each tablet contains 50 mg losartan potassium. Reg. No. 41/7.1.3/0287

References

1. The South African Hypertension Guideline 2006, SAMJ April 2006, Vol. 96, No. 4. Pages 345-6
2. Dahlof B, et al. Lancet. 2002;359:995-1003.
3. Brenner BM, Cooper ME, de Zeeuw D, et al. Effects of losartan on renal and cardiovascular outcomes in patients with type 2 diabetes and nephropathy. N Engl J Med 2001; 345: 861-69

CLAMENTIN 1000 mg



Merck Generics RSA (Pty) Ltd is proud to announce the addition of **Clamentin 1000 mg** to their already successful Clamentin range (Clamentin 375, Clamentin S and Clamentin SF).

The **Clamentin 1000 mg** formulation is indicated for the treatment of infections caused by amoxicillin-resistant organisms producing beta-lactamases sensitive to clavulanic acid:

- Upper respiratory tract infections, such as sinusitis, recurrent otitis media, tonsillitis.
- Lower respiratory tract infections, such as bronchitis and bronchopneumonia.
- Genito-urinary tract infections, such as cystitis, urethritis, pyelonephritis.
- Skin and soft tissue infections.

Clamentin 1000 mg is available in packs of 10 tablets. Each film-coated tablet contains amoxicillin trihydrate equivalent to amoxicillin 875 mg and potassium clavulanate equivalent to clavulanic acid 125 mg.

For further information contact Gisela Olivier, Merck Generics, (011) 372 5022.