



▶ INDUSTRY NEWS .....1



▶ INTERNAL BRAND CAMPAIGN HIGHLIGHTS 2



▶ PERSPECTIVE: HEALTHCARE 2

○ ISSUE 8

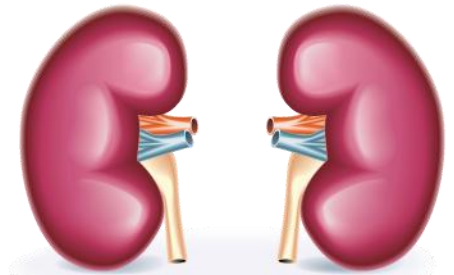
○ March 2014

# Brandspeak

AN E-UPDATE BY BRANDCARE

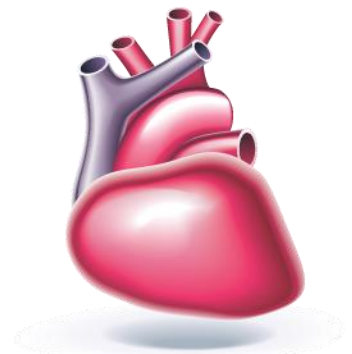
## Med-ad Update

### Warfarin Benefits extended to patients with chronic kidney diseases



Atrial fibrillation therapy involves anti-coagulation as the mainstay for lowering the heightened risk for stroke in the population suffering from chronic kidney diseases (CKD). As observed, people with chronic kidney disease also suffer from an increased risk of stroke but there's a noted lesser use of anticoagulants in atrial fibrillation (AF) patients who have CKD. A recent study brings certain assurances in terms of the benefits anti-coagulation might fetch in AF patients with CKD. In a paper published in Journal of the American Medical Association (JAMA), more than half of the subjects suffered from CKD and around 21.8% of these patients were treated with warfarin. After a year of follow up, they were found to have lower death rate, strokes or myocardial infarction (heart

attack) but no noteworthy increase in bleeding was found. Despite adjustments made for differences, findings persisted and the rigor of CKD also did not affect the results. Certain limitations for the study however are that maintenance of International normalised ratio (INR) controlled well in Sweden might not be replicated in the same way elsewhere leading to non-applicability of study results and the "central issue of confounding by indication for warfarin treatment" discussion by Wolfgang Winkelmayr and Mintu Turakhia. Limitations kept in consideration, the study still goes to show a silver lining and specially if INR controlled use of warfarin in patients with CKD is continued.



# Why are Oreos as addictive as cocaine to brain?



Why do you have a tough time leaving the Oreo cookies, without finishing off the entire sleeve? A study to be presented at the Neuroscience's annual conference next month is to be presented, says that nucleus accumbens, i.e. the "pleasure centre" of the brain gets activated in response to Oreos just the way it responds to cocaine and morphine. This news could certainly have some major ramifications on well-being in general, but the study was performed on rats. However the authors believe that is likely relevant to humans as well.

Another noteworthy commonality and in fact an interesting discovery by the study revealed that rats, just like humans, liked eating the Oreo's creamy centre first. The study was planned systematically where the rats were trained first to navigate a maze. Rats, as obvious moved to that side of the maze where Oreos were kept while the other side with plain rice cakes was not much treaded. Comparisons were also made with rats trained with cocaine or morphine than with Oreos but the results were startling in a sense that trained with whatever substance i.e. Oreo, cocaine or morphine; rats spent more time on the Oreo side of the maze.

The research was also suggestive of some fascinating inputs. A protein named c-Fos was released in the nucleus accumbens that is known to be active in pleasure and addiction states. What was more intriguing was that Oreos not just activated these cells rather they activated it more than what cocaine and morphine did. This only goes to prove that the combination of sugar and fats is far more appealing and addictive to our brain.

The study certainly validates the ever talked about discussion that high fat or high sugar foods stimulate the brain just the way drugs do. With high fat and sugar foods easily available that too for cheap, accompanied by their highly addictive nature are doomed to affect population adversely with various lifestyle diseases.

For country like America, obesity is already a rising concern, India too wouldn't lag behind specially with high fat and sugar combination foods available in plenty in our country. Debates still exist to estimate if food addiction is as good as drug addiction and works the same way.

Despite the study results not completely applicable to humans since they were rats after all who relished the vanilla filling far more but may our habits do coincide somewhere.

WORLD KIDNEY DAY  
13<sup>TH</sup> MARCH, 2014

obsolescence can set in with age...



Check if your kidney health is  
down to neglected. Many  
may be at risk and prevent this  
management can help reduce  
your risk.  
Lifestyle tips:  
<http://www.kidney.org>  
<http://www.kidney.org>

there are ways  
to prevent  
control high blood pressure  
control of glucose, blood counts and anemia  
gaining consistent  
weight of physical activity  
control of body weight

Focusing on chronic kidney diseases and aging, let us all join our hands to spread awareness about the kidney ailments that can start at any age but only go to increase with time. Let us take steps at an early age and combat this silent killer.

To view full article, visit:  
<http://brandspeak.brandcare.net/2014/02/24/world-kidney-day-13th-march-2014/>



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