



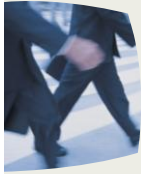
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Brandspeak

AN E-UPDATE BY BRANDCARE

Med-ad Update

Dr Reddy's Laboratories recalls some lots of heartburn drug in US

The generic drug producer, Dr. Reddy's Laboratories is recollecting roughly 58 thousand and above bottles of the drug lansoprazole in US. The drug used for heartburn, as per USFDA is being recalled owing to a microbial contamination. The recall being classified as a Class II recall, indicates a slight chance of severe adverse consequences or even death because of the flawed product. Though recalls are common, yet it brings a

shade of concern along since this announcement by FDA comes in the row of various other quality related problems for Indian drug makers. USFDA is also supposed to be banning Sun Pharmaceutical industries' import from their Karkhadi manufacturing plant in US. Dr. Reddy's recall initiated by itself has delayed the release capsules which is a generic version of Novartis' drug Prevacid 24 HR.



Where is Dr. Allan?

Reinstating the value of a vanishing family physician may lie in persuasion at different levels. The IMA needs to pursue the issue with the government in creating referral policies and family medicine specializations. More persuasion is required perhaps at the student level to revive the lost glory of the family physician. On an equal scale the consumer needs persuasion to go back to his Dr. Allan!

To read more, follow: <http://brandspeak.brandcare.net/2013/07/03/the-indian-family-physician-on-his-way-to-extinction/>

Identification of the good bacteria: Protects against HIV



Researchers at the University of Texas, Medical branch at Gavelston have studied the interaction of “good and bad” bacteria with the vaginal skin cells by growing them outside the body. This study could help them better determine the good bacteria which provide protection to women against HIV and other sexually transmitted infections.

The good bacteria form a physical and chemical barrier to harmful bacteria and viruses including HIV. The researchers are the first to grow human vaginal skin cells in a fashion that it supports colonisation of good and bad bacteria communities. It is for the first time that such bacteria communities have been successfully grown outside the human body.

Once this study is converted to a laboratory

model, it'll be easier to understand and even evaluate in a regulated environment the growth of these complex communities.

Determining the specific species responsible for reducing the defense against HIV would be helpful in working in an entirely new area of HIV protection.

The research lead, Pyles suggested that the model would be helpful in studying the way these mixed species of bacteria alter the activity of vaginal applicants including prescription, OTC or even contraceptives.

This model will provide for the insufficiency that exists in terms of performing such a study in females participating in clinical trials where chances of completion of such studies are next to impossible.

The study could be a potential for better evaluation of “good and bad” bacteria and their interaction with antimicrobial drugs.

WORLD TB DAY
24TH MARCH, 2014



With 9 million people getting infected with TB each year, 3 million don't even get the care they need to fight back the disease. With around 1.3 million people dying each year because of TB, it is imperative now that we work together against it.

Let us all join hands
Be Together to fight
against TB.

To view full article, visit:
<http://brandspeak.brandcare.net/2014/03/12/world-tb-day-24th-march-2014-2/>



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