

## Media Coverage

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Central Chronicle - UNI; New Delhi, 22nd September 2009.

### **Troikaa Pharma launches oral anaesthetic dosage 'Xynova Endo'**

Healthcare company Troikaa Pharmaceuticals today said it has launched Xynova Endo, an intra-oral anaesthetic dosage comprising a Lidocaine Lozenge, for anaesthetising a patient's oral cavity or mouth during endoscopic procedures.

"The product is completely soluble, leaves no undissolved residue and provides a clear field of vision...Lidocaine Lozenge ensures better patient compliance due to its pleasant taste, minimal irritation, and reduced need for sedation," the Ahmedabad-based company said in a statement.

Lidocaine Lozenge is only sucked and must not be swallowed, broken or chewed. The Lozenge releases an anaesthetic agent along with a bio-adhesive and this makes the anaesthetic agent stick to the oral mucosa and numbs it within 10 minutes, the statement added.

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