

Media Coverage

Pharma Biz, 22nd September 2009.

Troikaa Pharma launches Xynova Endo for customized endoscopy procedures

Troikaa Pharmaceuticals has introduced a novel anaesthetic dosage, Xynova Endo, a Lidocaine Lozenge for customized endoscopy procedures in patients. The unique product is useful for anaesthetizing a patient's oral cavity or mouth during endoscopic procedures.

Xynova Endo is an intra-oral anaesthetic dosage form comprising a Lidocaine Lozenge mounted on a unique holder just like a lollipop. The holder allows the patient to suck the lozenge gradually by rolling it in the mouth.

The product is completely soluble, leaves no undissolved residue and provides a clear field of vision. Dosing can be initiated by a paramedic 10 minutes prior to the procedure, leading to time saving by the doctor. Lidocaine Lozenge ensures better patient compliance due to its pleasant taste, minimal irritation, and reduced need for sedation.

Lidocaine Lozenge is only sucked and must not be swallowed, broken or chewed. The mouth offers an attractive route of administration for delivery of this drug. After consumption, it undergoes rapid degradation by enzymes within the gut or breaks down into inactive components in the liver. The lozenge releases an anaesthetic agent along with a bio-adhesive. This makes the anaesthetic agent stick to the oral mucosa and numbs it within 10 minutes.

Ketan Patel, managing director, Troikaa Pharmaceuticals Ltd said, "The formulation developed for this drug is unique. Lower patient discomfort makes the procedure easier for both the patient and the doctor. At Troikaa, we constantly strive to provide superior therapeutic benefits to improve the patient's well being."

Troikaa Pharma is a fast-growing Healthcare company based in Ahmedabad which commenced commercial activities in 1984.

Source: Pharmabiz.com
