

GLENMARK WELCOMES DELEGATES
THIS YEARS ZMA CONFERENCE



GLOBAL PRESENCE



Operation in over
80 countries



>**13,000** employees from
60 Nationalities



Front end in **Key markets**
of the world - USA, Europe,
India, Asia, Middle East &
Africa, LATAM & Russia CIS

INNOVATION



8 novel molecules and
specialty products in various
stages of clinical development.



6 drug discovery and
R&D centers in Switzerland,
India & USA



Niche therapy focus like
Oncology, Hormones,
Complex Generics

TECHNOLOGY



Among Top **75** pharma &
Biotech companies in
the world



17 world class facilities in
India, USA, Czech republic,
Argentina & Switzerland.



Branded & Generic
Formulations, Active
Pharmaceutical Ingredients,
Novel Molecular Entities
& Specialty products.

In Severe Dry, Psoriasis & Atopic Skin Conditions

Introducing

MaxRich

Powered by

AQUAXYL

Combination of
XYLITOLGLUCOSIDE, HYALURONATE & XYLITOL



Images of AD



eczema affecting the neck

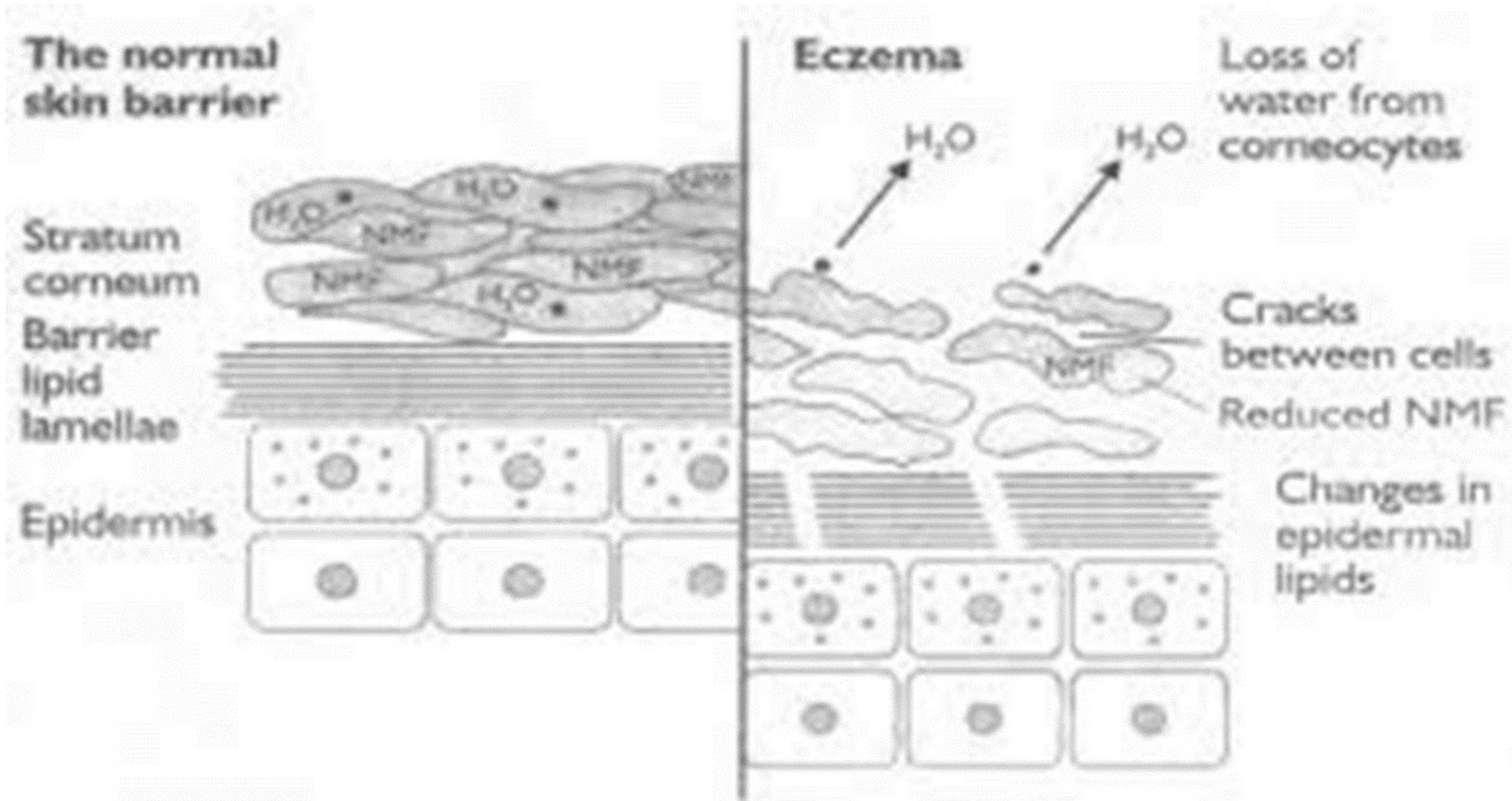


Flextural lesion



Eczema affecting the back

A skin barrier problem

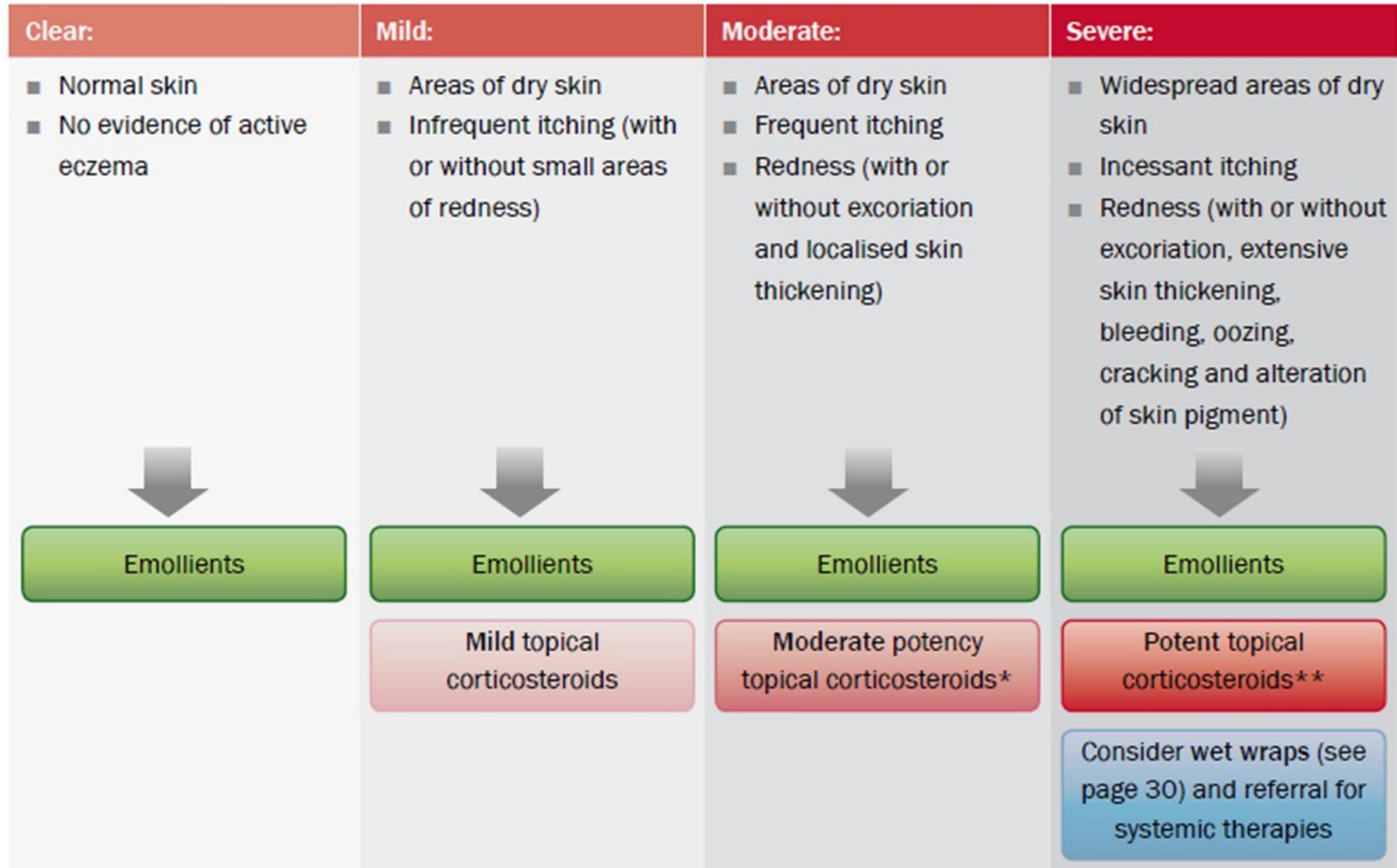


Treatment

- Topical Steroids.
- Oral steroids
- Antihistamines to reduce pruritus
- Emollients
- Immunomodulator e.g. Tacrolimus
- . Antimicrobials , oral and topical.

NICE guidelines recommendations

Eczema management algorithm adapted from NICE⁵



* Avoid use on face, neck, genitals or axillae for longer than 7–14 days

** Avoid use on face, neck, genitals or axillae

Moisturisers are categorised as :

- ❖ Humectants
- ❖ Occlusives
- ❖ Emollients

Humectants

Attract water into the cells
keeping them hydrated

- ❖ **Glycerin (glycerol)**
- ❖ **Urea**

Occlusives

Work by slowing evaporation
of water from the skin

- ❖ **Squalene**
- ❖ **Cocoa butter**

Emollients

Repair the skin barrier

- ❖ **Shea butter**
- ❖ **Glycerides**

MaxRich

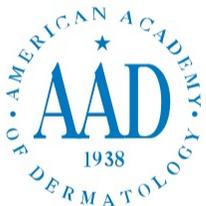
- ✓ Eczema
- ✓ Psoriasis
- ✓ Severe dry skin conditions



Why use moisturizers?

According to Research shows that Eczema friendly moisturizers can

- ✓ Help heal the skin
- ✓ Relive the itch by relieving the dry skin
- ✓ Decrease the need for eczema medicine
- ✓ Prevent the skin from getting worse and more difficult to treat



AMERICAN ACADEMY of
DERMATOLOGY | ASSOCIATION

MaxRich

3 Dimensional Intense Moisturisation

Repairs epidermal barrier

Boost Cholesterol synthesis to cement cells

↑ synthesis of **Ceramides** by 139%

Also reinforcing of tight junction (100%)

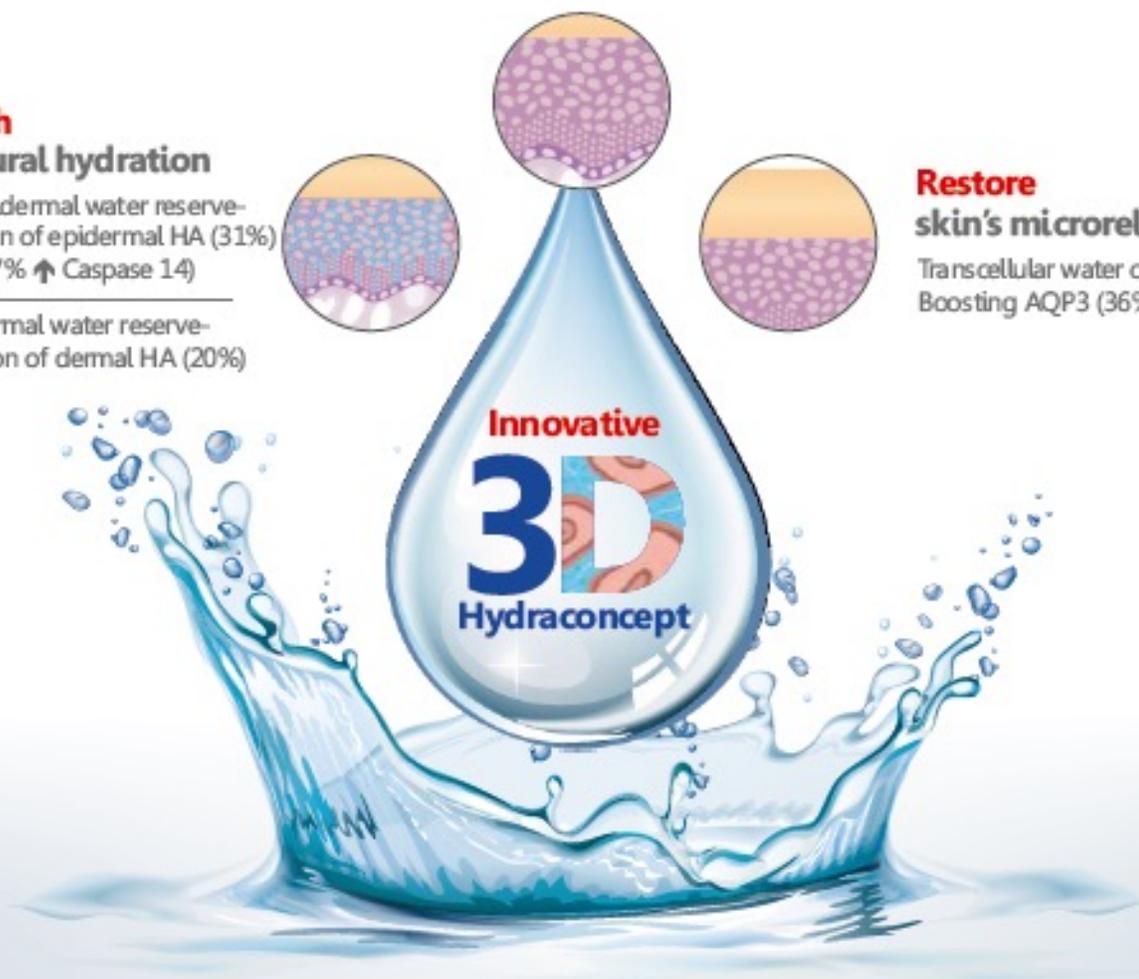
Replenish Skin natural hydration

Boosting epidermal water reserve-
↑ production of epidermal HA (31%)
and NMF (67%) ↑ Caspase 14

Boosting dermal water reserve-
↑ production of dermal HA (20%)

Restore skin's microrelief

Transcellular water circulation-
Boosting AQP3 (36%) expression



Fast & long lasting hydration

In addition to Aquaxyl,

MaxRich also has a combination of **three** important butters which further **reinforces the barrier** by their **occlusive action**

SHEA BUTTER: Rich in Vitamin A and plays very important role in **skin moisturization**



COCOA BUTTER: Reduces the dry skin and improves the **skin elasticity**



MANGO BUTTER: It is a wonderful emollient and keeps the skin **soft and smooth**



In Eczema, Psoriasis & Severe Dry Skin Conditions

MaxRich

3 Dimensional Intense Moisturisation



24 Hour
Hydration



Powered by
Aquaxyl



Paraben
Free



Non-greasy



Tacroz Forte



Indications :

- **Moderate to Severe Atopic Dermatitis** who are inadequately responsive or intolerant to conventional therapy in adults >16 years of age.
- Used in flare and maintenance phase (prolonging flare free interval)

Dosage and Administration:

- **Flare** – Twice a day, continued until lesion clearance.
 - Try to reduce frequency or dose (0.03%), if condition allows
- **Maintenance** - Once a day twice a week (Mon and Thu)
 - Max duration 12 months, then reassess the condition.

In Moderate to Severe Atopic Dermatitis,

- USFDA approved for treatment of Atopic Dermatitis
- Clinical improvement just after 2 weeks of treatment
- Effective over Head/Neck area with improvement after 3 months



Tacroz
Tacrolimus 0.03%
Ointment

^{Rx}
Tacroz Forte
Tacrolimus 0.1%
Ointment

- Better Efficacy than topical corticosteroids for long term treatment.
- Greater efficacy and safety than other TCI (Pimecrolimus)

Dosage:

Apply twice daily. Apply a thin layer of Tacrolimus 0.1% to the affected skin areas twice daily. Rub gently and completely. Treatment should be continued for one week after clearing of signs and symptoms of Atopic Dermatitis. Tacrolimus Ointment should not be used with occlusive dressings.

Sequential therapy

Tacroz
Tacrolimus 0.03%
Ointment

^{Rx}
Tacroz Forte
Tacrolimus 0.1%
Ointment

JAAD Recommends

Phase*	Morning	Evening	Days	Duration
Induction	Tacrolimus	Steroid	Everyday	1-2 weeks
Transition	Tacrolimus	Tacrolimus	Weekdays	3-4 weeks
	Tacrolimus	Steroid	Weekends	
Maintenance	Tacrolimus	Tacrolimus	All Days	5-6 weeks
	Tacrolimus + Emollient	Tacrolimus + Emollient	All Days	7-12 weeks

When
the redness, dryness,
scaling, swelling & itch
of the skin reaches the mind!



TAKE CONTROL



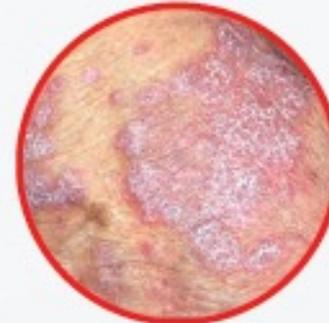
Dermatitis



Alopecia



Urticaria



Psoriasis



Vitiligo



Clobetasol Propionate Bp 0.05% W/W + Cream Base Q.S

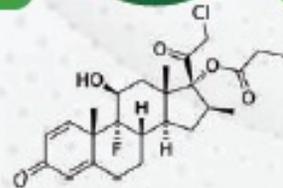
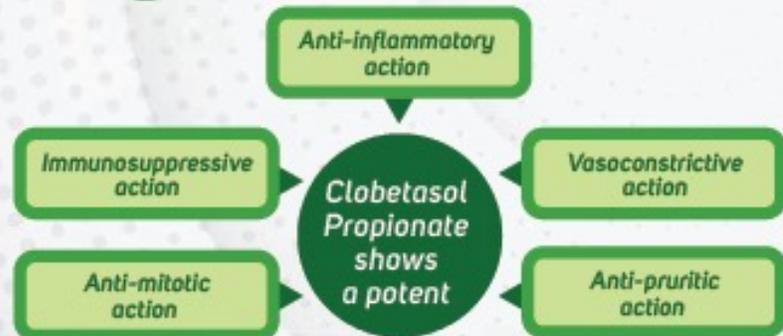
POWERCORT

CREAM

Clobetasol Propionate is the strongest topical steroid approved for the treatment of inflammatory and pruritic manifestations of dermatologic disorders.²



Offers Multi-pronged actions²



Offers Multi-level benefits³

- More rapid and prolonged response relative to other potent class I and class II topical steroids.
- Better efficacy in steroid-responsive eczemas (66% to 75% clearance rate).
- Effective introduction of intermittent maintenance treatment schedules is possible.
- Accelerated the rate of healing when combined with PUVA.
- Is derma-safe; No cutaneous toxicity seen*
*when used judiciously

GLENCEE

Vitamin C 1000mg Effervescent Tablet

TIME FOR VITAMIN C



glenmark

Presentation Heading or Sub Heading

glenmark

GLENCEE

Vitamin C 1000mg Effervescent Tablet

Excellent
Taste

Added with
acidity regulator
simethicone

Zero
Sugar

Zero
Calories*

Low sodium
suitable for
hypertensives



It is **Jordan's 45th** birthday!
The party had loads of...





Very soon,
Jordan's **birth-day** turned a

bad-day

Throat burn

Burping

Nausea

Heart burn

Bloating

Stomach pain

Restlessness

For effective management of hyperacidity and gas



RelcerTM

Ban The Burn

ANTACID - ANTIFLATULENT

Rapid Relief...Zero Reflux

Powered By **4** Effective components

Aluminium Hydroxide
Antacid

Magnesium Hydroxide
Antacid

**Deglycyrrhizinated
Liquorice**
Ulcer healing

Simethicone
Anti flatulent

RELCEC WORKS IN **3** WAYS
TO GIVE QUICK RELIEF

1 Reflux Prevention

Creates shield
to prevent reflux

2 Rapid Relief

Puts out fire
within minutes

3 Rebuilds Lining

Forms protective layer
for lasting relief

Provides Quick &
Synergistic Action

DGL has cytoprotective
action and promotes
healing of gastric ulcers

Simethicone helps in
faster elimination of gas



Thank **Relcer**, its Furahiday!





Thank
you!!