



Sanofi India launches Combiflam® Plus

- A targeted, fast and effective OTC solution for headaches

February 14, 2013: Sanofi India Limited (previously known as Aventis Pharma Limited) announced today the launch of **Combiflam® Plus**, a targeted¹, fast and effective solution for headaches, which is also gentle on the stomach². Combiflam® Plus is a combination of paracetamol and caffeine. A line extension of one of Sanofi India's flagship brands Combiflam®, the launch of this new product marks the company's foray into the OTC headache segment in India.

While announcing the launch, **Anindya Chowdhury, Senior Director- Consumer Healthcare, Sanofi India** said, "Today's hectic and stressful lifestyles are impacting the quality of life and productivity of people. Data suggests that over 70% of men and women experience an episode of headache every month, and 36% suffer from it weekly³.



'We are pleased to introduce Combiflam® Plus (a paracetamol and caffeine combination) to our consumers which is a targeted solution for headaches. This combination is shown to have 89% incremental analgesic effect (in terms of total pain relief) when compared with paracetamol monotherapy⁴."

Caffeine has been shown to have a synergistic and well documented adjuvant action when combined with analgesics (painkillers). Research shows that adding caffeine to an analgesic for e.g. paracetamol, increases the potency of the analgesic by approximately 40%⁵.



Why Combiflam® Plus?

Combiflam® Plus (paracetamol and caffeine combination) is a targeted¹, fast and effective solution for headaches, which is also gentle on the stomach².

A study assessing total pain relief with the paracetamol and caffeine combination suggested an 89% incremental analgesic effect when compared with Paracetamol monotherapy⁴.

In a first of its kind 'Pack of 4s' packaging in the headache category, Combiflam® Plus is priced at Rs 9.50/- (MRP) and will be



available in the states of Uttar Pradesh, Maharashtra, Tamil Nadu, West Bengal, Punjab and Haryana .

Combiflam® Plus is a line extension of Combiflam®, which has been a trusted brand in the Indian pharmaceutical market for over 25 years, and is present in '1 in every 3 households across India'⁶.

About Sanofi: Sanofi, a global and diversified healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, rare diseases, consumer healthcare, emerging markets and animal health. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

In India, Sanofi operates through five entities – Sanofi India Limited (previously known as Aventis Pharma Limited), Sanofi-Synthelabo (India) Limited, Sanofi Pasteur India Private Limited, Shantha Biotechnics Limited and Genzyme India Private Limited.

References:

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2. <http://www.tylenol.ca/adult-pain-relief/tylenol-ultra-relief-migraine-pain> (as assessed on February 08 2013)
3. GFK Market Research Findings 2012(5100 consumers, 16 centers)
4. Migliardi JR, Armellino JJ, Friedman M, Gillings DB, Beaver WT. Caffeine as an analgesic adjuvant in tension headache. *Clin Pharmacol Ther*. 1994 Nov;56(5):576-86.
5. Laska EM et al. Caffeine as an analgesic adjuvant. *JAMA*. 1984 Apr 6;251(13):1711-8.
6. Nielsen study on Combiflam Pricing (Oct'12)

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