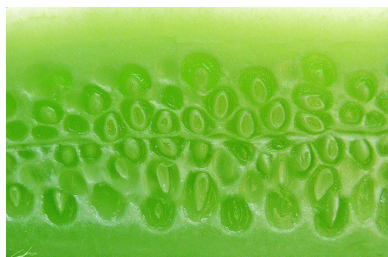


FARMAVITA.NET JOURNAL

Press Release

Technology Platform Offers Tested Solution to Fungal Care Market



HemCon Medical Technologies today announced preliminary data resulting from an independent study to treat Onychomycosis, a common fungal nail infection. The studies were conducted using a formulation based on HemCon's newest proprietary platform technology available for license, Mycosinate™ (formerly known as A31S), that provides a controlled release broad spectrum antifungal

and antibacterial agent to fight infection.

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COMBINATORIAL CHEMISTRY: CURRENT APPROACH

Combinatorial chemistry is one of the important new methodologies developed by researchers in the pharmaceutical industry to reduce the time and costs associated with producing effective and competitive new drugs. Through the rapidly evolving technology of combi-chemistry, it is now possible to produce chemical libraries to screen for novel bioactivities.

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In the next two years, consolidation will most likely rise; the sector is expected to be rocked by increased competition from companies in Eastern Europe, India and China, as well as brand name companies seeking to protect their franchises by moving into generics. Several leading Indian pharmaceutical companies have applied themselves to the challenge of entering Western markets with great success. These companies now present serious challenge to the existing Western generic companies in their domestic markets as they take ever-larger market shares and increase the levels of competition. The 4th Annual Licensing in Generics conference is designed for Generic & Biogeneric companies so that they can share their experience and knowledge about licensing

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Life Science Article



IN VITRO BUOYANCY AND VITRO DISSOLUTION STUDIES OF FAMOTIDINE FLOATING TABLETS

Famotidine is a histamine H₂-receptor antagonist. It is widely prescribed in active duodenal ulcers, gastric ulcers, Zollinger-Ellison syndrome, gastroesophageal reflux disease, and erosive esophagitis. The recommended adult oral dosage of famotidine is 20 mg twice daily or 40 mg once daily. The effective treatment of erosive esophagitis requires administration of 20 mg of Famotidine 4 times a day. a conventional dose of 20 mg can inhibit gastric acid secretion up to 5 hours but not up to 10 hours. An alternative dose of 40 mg leads to plasma fluctuations; thus a sustained release dosage form of famotidine is desirable. The short biological half-life of drug (~2.5-4 hours) also favors development of a sustained release formulation. The present work enumerate to study in vitro buoyancy and dissolution studies of famotidine floating system.

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One of the main aspects of search engine optimization is link popularity, which is determined by the number of links from other sites that point to a site; more quality links brings better popularity.

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SONOPHORESIS: AN ADVANCEMENT IN TRANSDERMAL DRUG DELIVERY SYSTEMS

Sonophoresis is defined as the application of ultrasound to the skin resulting in enhanced transdermal transport of molecules. The transdermal delivery of biologics-as well as of conventional drugs-is growing in popularity because the technique offers numerous advantages. Needle-free drug delivery generally increases patient compliance. The present paper highlights the recent advancements in the field of sonophoresis, its mechanism and applications.

Whole 5 pages article is available for download at [Downloads](#) section of Farmavita.Net

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**Pfizer, Novartis,
AstraZeneca, Solvay, Bayer,
Wyeth, Abbott, MSD,
Janssen-Cilag and
NovoNordisk will discuss
latest strategies to
influence new and existing**

customers with sharper and more innovative eMarketing strategies

Munich, Germany -April 27-28, 2009 - eye4pharma, the global source of information and education for the pharmaceutical industry, announced that the 4th Annual eMarketing Summit has secured its full speaker faculty including leading executives from Pfizer, Novartis, AstraZeneca, MSD, Bayer, Abbott, Wyeth, Solvay, UCB group, sanofi-aventis and Janssen-Cilag.

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4th Annual eMarketing Summit

Munich Marriott, 28-29 April 2009

Eye4pharma's leading eMarketing Summit returns for it's forth successful year with a new format and new concepts for 2009, you'll hear from the most experienced and innovative eMarketing experts and enjoy an interactive hands-on learning experience.

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FORMULATION AND EVALUATION OF GASTRORETENTIVE FLOATING TABLETS OF FAMOTIDINE

Gastroretentive drug delivery systems are the systems which are retained in the stomach for a longer period of time and thereby improve the bioavailability of drugs. Different approaches for gastroretentive dosage forms include floating, raft, expanding or swelling, bioadhesive or mucoadhesive and high/low-density systems. Famotidine, an anti-ulcer drug, suffers from poor bioavailability (50%), as Famotidine is very less soluble in alkaline pH. Famotidine used in combination with antacids promotes local delivery of these drugs to the receptor of the parietal cell wall. Local delivery also increases bioavailability at the stomach wall receptor site and increases the efficacy of drugs to reduce acid secretion. Thus, the present work is aimed to formulate floating tablets of famotidine using an effervescent approach for gastroretentive drug delivery system.

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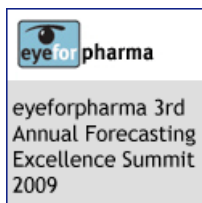
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3rd Annual European Forecasting Excellence



e-Detailing and ROI:

Summit

20-22 April 2009, Madrid, Spain

With the changing healthcare environment, it has never been more essential for organisations to have accurate and first-rate forecasts, to enable strategic business decision-making and stay ahead of the competition. This two day intensive Summit will address the most important aspects of Forecasting and Marketing in Europe.

Following on from years of highly successful Global Pharmaceutical Sales conferences eyeeforpharma's latest offering in this field guarantees to take forecasting excellence to the next level.

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Planning, Metrics, and Best Practices

The state of the pharmaceutical union has meant massive marketing effort put toward detailing, but a dramatically less receptive audience. This is changing as sales forces around the world are being slashed. e-Detailing represents a way to maximize sales force efforts, cut costs and increase both interaction with physicians and bottom line sales and profit. As such, e-detailing forms vary in popularity and usage but are part of the marketing investment of all the top 20 pharmaceutical companies.

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Conferences



Conferences



The 3rd Annual Biosimilars conference Wednesday 18 and Thursday 19 February 2009, Amsterdam, The Netherlands

Within the next two years, pharma market forecasts predict that biopharmaceuticals will amount to more than 50% of newly approved medicines. In addition to a growing market share, a substantial number of major biotechnology-based drugs will come off patent and enable the development of new biosimilar products.

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7th annual Sales Force Effectiveness Europe Conference for Pharma

Do you have all the knowledge and contacts you need to increase sales and meet targets in the ever-changing and turbulent healthcare environment? Built on 7 years of success, the Sales Force Effectiveness Conference Europe is the only event that sales and marketing strategy innovators and leaders in sales and marketing need attend in order to find out the latest trends, network with like-minded peers and discuss common challenges. In healthcare environment where payors and government are under increasing pressure to cut costs and reduce spending and with a global recession looming, the pharmaceutical industry is under increasing pressure to deliver more value to it's customers, with less resources AND provide shareholder value. An impossible conundrum you may think.

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Life Science Article



Market Report

Evaluation of Anti-inflammatory Potential of Vitex leucoxydon Linn. and Cissampelos pareira Linn.

Vitex leucoxydon Linn. (Verbenaceae) commonly known as Songarbhī (Marathi) an excellent herbal

crude drug in the nature which has composition of the entire essential constituent that are required for normal and good health of human.

Cissampelos pariera Linn. (Menispermaceae) commonly known as patha (Hindi) used in the traditional system of medicine in the treatment of various disease like dysentery, diarrhea and skin disorder. Anti-inflammatory activity of the ethanolic extract of the bark of Vitex leucoxydon Linn. and leaves of the Cissampelos pariera Linn. was studied in albino wistar rats using the carrageenan induced rat paw edema model.



PHARMACEUTICALS AND BIOTECHNOLOGY IN CROATIA

Attractive Investment Opportunities

The pharmaceutical industry has a long tradition in Croatia and 'know-how', promising successful future development of this and related industries. The most important pharmaceutical companies in Croatia are Pliva, Belupo, and Jadran Galenski Laboratorij. The pharmaceutical industry represents 4% of the total manufacturing industry employing 1.7% of the total employment in manufacturing in Croatia.

Whole 9 pages article is available for download at [Repository](#) of Farmavita.Net

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Market Report



Market Report



Business Insights

Leading Drug Delivery Companies and Technologies: Competitive landscape, company profiles and market dynamics and technological developments

Over the last decade, the drug delivery industry has evolved to become a key area in the development of value-added pharmaceutical products. The global market grew from \$15bn to \$40bn during 2000–2006 as companies increasingly turned to drug delivery technologies as a means of expanding product lifecycles, enhancing drug efficacy and maximizing revenues.

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Business Insights

Innovations in The Management of Diabetes: Next generation treatments

Diabetes has become the fifth leading cause of death across developed markets, and cases of the disease are forecast to grow by 7.1% across the globe by 2013. The market for innovative diabetes treatments will be driven by this projected rise in prevalence, together with the substantial unmet need for drugs that can effectively halt or reverse disease progression.

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Obesity Drug Markets in the US and EU: Analysis of product pipelines and the competitive environment

Valuing Pharmaceutical Innovation: Pricing and reimbursement for innovative therapies

'Obesity Drug Markets in the US and EU: Analysis of product pipelines and competitive environment' explores the dynamics and drivers of the market for current and emerging obesity treatments. This report evaluates the performances and attributes of currently marketed products and highlights the most effective strategies for securing future success in this therapeutic area.

Pricing and reimbursement strategies for innovative new drugs require significant evidence of beneficial clinical and economic outcomes using cost effectiveness and budget impact models.

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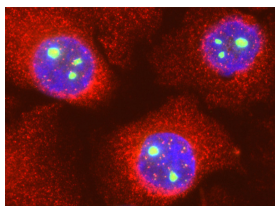


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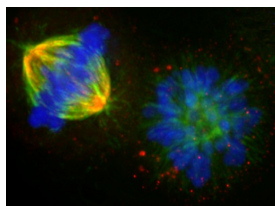


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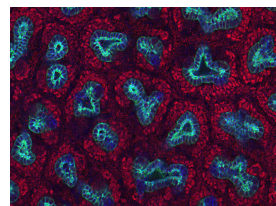
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