

## **Ipca launches new Pain Manager**

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Mumbai, Maharashtra, October 24, 2007 /[India PRwire](#)/ -- Ipca Laboratories Ltd., has just launched India's first Etodolac, called **Etova**. **Etova** is a new generation pain manager that is considerably safer than Coxibs which have been linked to cardiovascular side-effects.

**Etova** is a preferential COX II inhibitor, and is a safe and effective pain relieving agent. It is also US FDA approved.

Pain management is a growing area of activity, with the increased incidence of dental pain, arthritis pain, lower back pain, injuries, and post surgical pain. Conventional pain killers have been found wanting in treating pain due to their high rate of gastric side effects. Coxibs, or non-steroidal anti-inflammatory drugs, were launched to overcome these side effects of conventional pain killers, but Coxibs themselves are in decline worldwide as they are associated with a high degree of cardiovascular side effects.

Ipca was the first in India to also introduce other pain managers like **Zerodol** and **Movon** (Aceclofenac), and also **HCQS** (Hydroxychloroquine). With the launch of **Etova**, India's first Etodolac, Ipca will be consolidating its position in the Pain Management category.

### **Notes to Editor**

#### **About Ipca:**

Ipca Laboratories Limited is a Mumbai based fast growing fully integrated pharmaceutical company, leader in anti-malarial drugs in India, producing and exporting wide range of Anti Malarial compounds like Chloroquine, Amodiaquine, Primaquine, Artemether, Arteether and Artesunate and their formulations. Ipca has strong thrust on exports. Its exports to over 110 countries accounted for 53% of its turnover. Ipca's manufacturing facilities have been approved by regulatory authorities from all over the world. Ipca currently spends 4% of its turnover on Research & Development and with this collaborative efforts, Ipca is now further expanding its collaborative new Drug Development activities

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