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Sun Pharma launches website for long-term care division in US

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The new website presents Sun Pharma's LTC portfolio of alternative formulation products



Sun Pharmaceutical Industries Limited including its subsidiaries and/or associate companies) announced the US launch of the website for its long-term care (LTC) division, www.sunltc.com. The new website presents Sun Pharma's LTC portfolio of alternative formulation products and underscores Sun Pharma's commitment to meeting the needs of the up to 40 per cent of American adults who cannot or will not swallow solid medication forms.

Sun Pharma's LTC portfolio includes the first and only US Food and Drug Administration (FDA)-approved extended-release sprinkle formulation of metoprolol succinate; the first and only FDA-approved sprinkle formulation of delayed-release duloxetine; and the first and only approved sprinkle formulation of rosuvastatin, Ezallor Sprinkle™ (rosuvastatin) immediate-release capsules. The Ezallor Sprinkle label was recently updated to allow for sprinkling the capsule contents over pudding (in addition to applesauce) as a soft-food alternative mode of administration.

"Through this website, Sun Pharma aims to call attention to the broad need for our three alternative sprinkle formulations of widely prescribed medications, which are designed for those who cannot or will not swallow solid medication forms," said Mark Hagler, Senior Vice President and Head of Ophthalmics, Oncology and LTC, Sun Pharma. "These products are also being prescribed outside of LTC facilities, suggesting a broader need for alternative administration options of commonly used therapies that cannot be crushed. Our new website highlights the efficacy and safety profile for each product, while also educating healthcare providers and patients about our intent to mitigate risks associated with improper medication manipulation."