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Cadila Pharma launches triple-action formula for comprehensive respiratory relief

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Bilacad Dex Syrup represents Cadila Pharmaceuticalsâ?? strategic expansion into combination therapies



Ahmedabad-based Cadila Pharmaceuticals has announced the launch of Bilacad Dex Syrup, to address the increasing burden of respiratory and allergy-related conditions with a novel fixed-dose combination of Bilastine, Dextromethorphan, and Phenylephrine.

Bilacad Dex Syrup is specifically formulated to target multiple symptoms associated with the common cold and allergic rhinitis, including cough, nasal congestion, and allergic manifestations such as sneezing and itching. Its three active pharmaceutical ingredients work in synergy to deliver rapid and sustained relief:

- Bilastine (3.3 mg per 5ml) – A second-generation, non-sedating antihistamine known for its high selectivity for peripheral H1 receptors. It effectively manages allergic symptoms without causing drowsiness, making it ideal for daytime use and improving patient adherence.
- Dextromethorphan Hydrobromide (10 mg per 5ml) – A centrally acting antitussive that suppresses the cough reflex at the medullary level, providing relief from persistent, dry cough without impairing respiratory function.
- Phenylephrine Hydrochloride (5 mg per 5ml) – A selective alpha-adrenergic receptor agonist that reduces nasal swelling through vasoconstriction, offering targeted decongestion without stimulating the central nervous system.

Bilacad Dex Syrup represents Cadila Pharmaceuticals' strategic expansion into combination therapies that cater to the evolving needs of patients and prescribers seeking efficient multi-symptom relief. It is poised to make a meaningful impact in the Rs 4,709 crore Indian cough syrup market.

A recent open-label, randomized, multicenter clinical trial comparing the Bilastine-Dextromethorphan-Phenylephrine (BDP) combination with a leading competitor demonstrated non-inferiority in efficacy and safety. Subjects reported significant improvement in cough and nasal symptoms without sedation, affirming Bilacad Dex Syrup's suitability for both adults and adolescents.