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ENTOD launches Indiaâ??s first globally proven long-term solution for nasal dryness

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Persistent sinus and nasal discomfort has emerged as a growing health concern



With nasal dryness concerns rising sharply in the post-COVID era, Mumbai-based ENTOD Pharmaceuticals has launched an advanced nasal hydration spray called LUBRINASE, that could offer long-lasting relief and mucosal protection for millions of sufferers.

Persistent sinus and nasal discomfort has emerged as a growing health concern, with studies showing notable prevalence and sustained symptoms that can affect day-to-day functioning. Nasal dryness, often exacerbated by allergic reactions, environmental irritants, and surgical recovery, can lead to inflammation, compromised respiratory defence, and reduced quality of life.

Recent multicentre research shows that 53.7% of patients visiting clinics with nasal symptoms are diagnosed with allergic rhinitis, a condition driving persistent dryness, itching, and discomfort. Exposure to indoor dust and rising pollution levels further intensify these issues, leading to reduced productivity and increasing daily disability for millions, especially during the high-incidence seasons from October to January.

“For the first time in India, patients and physicians have access to a meticulously researched and carefully developed nasal dryness solution that closes a major therapeutic gap in ENT care,” said Nikkhil K Masurkar, CEO of ENTOD Pharmaceuticals. “This launch sets a new standard for nasal health by combining science-backed nasal hydration technology with patient safety

and convenience”, he further added.

With the introduction of this innovation, ENTOD aims to advance ENT wellness, empower ENT specialists, and considerably improve life quality for those living with chronic nasal discomfort. This solution offers a scientifically backed, patient-friendly approach that supports long-term nasal health.

LUBRINASE is available ONLY against the prescription of a registered medical practitioner or ENT specialist across India.