

Venus launches its first OTC anti stress formulation

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While introducing this product Dr. (Mrs) Manu Chaudhary, Joint Managing Director, Venus Remedies said, "EZENUS is a unique medical nutrition product which is absolutely safe, zero calorie, non-addictive, herbal candy, with clinically proven anti-stress activity. It is world's first anti stress product launched in easy to use candy form even suitable for diabetic patients. It is highly safe in acute stress management such as exam stress in children and in chronic stress like in alcoholic and smoking population, without change in life style by continuous detoxification and strong antioxidant activity."

EZENUS is a patent protected herbal, anti-stress formulation based on a German technology. It is a strong detoxifier candy free from side effects, with strong antioxidant, hepato-protective, and immune boosting activity which reduce stress without altering the physiological functions of the body.

Dr. Chaudhary further added that EZENUS reduced more than 60% stress within 30 days without change in life style and significantly improves the quality of life in terms of physical, social, emotional and functional well- being. This product is suitable for all ages with safety established upto 10 times of advised dose i.e. 2-3 tablets per day. Ezenus is the outcome of continuous research, latest technology and thorough screening for safety and efficacy of more than 5 years.

Commenting on this launch, Mr. Pawan Chaudhary, Chairman and Managing Director, Venus Remedies said, "With launch of 'EZENUS', a stress relieving candy, Venus is entering into the OTC segment for the first time. It is a moment of pride for all of

us who have contributed towards this achievement. We are hopeful that this novel research product 'EZENUS' will acquire 5% of the 100 million USD direct market of stress segment in India, other than lifestyle disorders, within 3 years of its launch."

The Company has plans to make EZENUS available pan-India within this calendar year to contribute in the reduction of stress in society thereby helping people in bringing balance to life. The Company will use its existing network of 50,000 pharmacists to distribute this product on pan-India basis. Further, an aggressive promotional campaign will be undertaken for broadening its reach. EZENUS will also be available for online purchase on its website wherein a toll free number would be available for customer queries.

Venus Remedies, headquartered in Panchkula, Haryana (India), is among the 10 leading fixed-dosage injectable manufacturers in the world. Venus has won over 80 patents for its innovative research products worldwide. The company has presence in 60 countries and covering more than 75 products.

Venus Medicine Research Centre (VMRC) located at Baddi, Himachal Pradesh, is a fully equipped interdisciplinary drug discovery and development centre, duly approved by Department of Scientific and Industrial Research (DSIR) Government of India. VMRC has achieved significant breakthrough in small molecule research for developing products helpful to combat antimicrobial resistance, utilizing novel targets and adjuvants which synergize with other antibiotics, minimizing potential for resistance. Significant breakthroughs have been achieved by VMRC in 'Antibiotic Adjuvant Entities' for notable resistance barriers like ESBLs, 'plasmid encoded carbapenem resistant metallo-beta-lactamases', MRSA, bacterial biofilms and C. difficile infection.