

Abbott launches 'Quick Cooling Action' DIGENE

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Abbott, one of the largest diversified global healthcare companies in India, announced the launch of its all-new Digene range with 'Quick Cooling Action' and enhanced taste profile which provides quick relief from symptoms like acidity, gas, heartburn, bloated stomach and related uneasiness.

The all-new Digene range is now available in four flavors: Mint, Orange, Mixed Fruit and Strawberry across leading chemist and retail outlets in India. It comes at an affordably priced tablet form available at Re. 1 per tablet, and a gel form priced at Rs

71 for a bottle of 170 ml. In a study done with Digene Gel and six commercially available antacids in India, Digene emerged to have the highest Acid Neutralizing Capacity (ANC), neutralizing more acid than the other compared antacids.

"Today's changing lifestyle habits mean that people are rushing through meals, eating irregularly and inappropriately. This leads to an increase in symptoms of acidity and gas. Consumer research suggests that sufferers of acidity and gas look for quick and effective relief from these symptoms which in turn lead to their well-being. Research also suggested that the mostlooked-for sensory experience is a cooling effect. The new Digene with 'Quick Cooling Action' provides consumers with quick and effective relief from these symptoms", says Rehan A. Khan, managing director, Abbott India Limited. "Abbott believes good health is the starting point for living better. With a heritage of over 100 years in India, Abbott brings relevant solutions to the marketwhichaddress Indian consumers' healthcare needs, unique tastes and preferences, delivering an'in-India for-India' approach," he added.

The antacid and anti-flatulence market in India is valued at Rs 557 Crores, growing at a CAGR of 10 percent (2009-2013). The Gastroenterology segment contributes about 11 percent to the overall Indian pharmaceutical market. Digene is the number 1 doctor prescribed antacid in India and is trusted by Indian consumers for over the past 70 years to provide fast, symptomatic relief from heartburn and gas.