Shreya Life Sciences Pvt Ltd of Mumbai, India has introduced the world’s first buccal insulin spray under the brand name Oral-Recosulin. Shreya Life Sciences has achieved this major success in collaboration with the U.S.-based Generex Biotechnology Corporation, a leader in drug delivery of metabolic diseases through inner lining of the mouth.

Developed through the RapidMist technology from Generex Biotechnology in insulin delivery, the recombinant DNA human buccal insulin spray is effective for the treatment of type-1 and type-2 diabetes. The product, which is expected to cost around Rs. 2200 (US$45.90) per pack, will be marketed by the U.S.-based company under the brand name Orallyn. Under the agreement, the insulin crystals will be supplied by Shreya Life Sciences whereas the buccal device will be delivered from Generex Biotechnology Corporation.

The major advantage of this insulin spray is that the diabetes patients will no longer need to take injections. Apart from it, the spray operates very rapidly once consumed by the patients and it offers a superior pharmacodynamic profile besides being totally pain-free.

The company is expected to grab the 10% of the total Rs. 517.9 crore (US$108.85 million) human insulin market within the first six months to one year period of Oral Recosulin launch. Orallyn is currently in the third phase of global clinical trials and has received approval in India and Ecuador. The Health Canada, the Canadian drug regulatory office, has granted a special access program for the product and the company is negotiating with the U.S. government for a similar special access approval.

Shreya has entered into diabetes care market as a serious long-term partner for medical fraternity. The company has introduced products like recombinant human insulin (Recosulin, vial, cartridges and pen) oral antidiabetics (Glycifit - metformin) and diabetes specific nutrient (DSN).