Invida Launches Atopiclair™, a Treatment for Atopic Dermatitis Symptoms

Invida Group Private Limited today reaffirmed its commitment to patients in Asia Pacific by announcing the launch of a novel atopic dermatitis symptomatic treatment, Atopiclair™, which will be available to patients across Asia in second half of 2011. Atopiclair™, a non-steroidal atopic dermatitis flare-remission treatment, will potentially bring relief to young children and their families, whose lives are significantly impacted by the debilitating effects of the disease. The announcement was made at a press conference held in conjunction with the 22nd World Congress of Dermatology 2011 in Seoul, South Korea.

“Invida is committed to providing patients in Asia Pacific with medicines that will improve their lives,” said John A. Graham, Chief Executive Officer, Invida Group Private Limited. “Nearly one quarter of all dermatitis patients in the world are in Asia, so making Atopiclair™ available across the region is an important achievement, as it has proven to be such an effective treatment for the painful effects of atopic dermatitis in other parts of the world.”

Atopic dermatitis, or eczema as it is more commonly known, is a chronic inflammatory skin condition characterized by dry skin, intense itchiness, crusting, weeping and burning sensations. It is the most common chronic skin disease affecting up to 20% of young children, causing pain, sleep loss and preventing them from participating in normal activities such as swimming and playing with the family pet. Atopiclair™ offers effective relief and control of the symptoms associated with atopic dermatitis and has been proven safe and effective through randomized, double blind, controlled multi-center clinical trials including adults, children, and infants aged over 6 months. Atopiclair™ is specially formulated to reduce itching and restore the skin barrier.

According to Professor Mark Boguniewicz, from the Department of Paediatrics at National Jewish Health and University of Colorado School of Medicine, new treatment strategies are needed for atopic dermatitis because the currently available treatments carry labeling restrictions and their use is often limited due to concerns about side effects, particularly those caused by steroids.

Professor Boguniewicz welcomed the launch of Atopiclair™ as a new, non-steroidal treatment option for atopic dermatitis patients in Asia. In a study published by Boguniewicz, et al, in the Journal of Pediatrics in 2008, Atopiclair™ was shown to be safe and effective as a monotherapy for the treatment of mild-to-moderate symptoms of atopic dermatitis, with children in the study experiencing complete or almost complete improvement in their symptoms within 22 days.

At the press conference, Invida announced its planned launches of Atopiclair™ across numerous Asia Pacific markets.

“Invida Korea has a history of providing Korean physicians and patients with access to new therapies,” said Mark Brown, Invida Korea Country Manager. “We are very excited to add Atopiclair™ to our product portfolio in Korea and believe that Atopiclair™ will be a significant treatment to help patients and their families better manage the debilitating symptoms of atopic dermatitis.”

Invida will soon also be introducing several other dermatology treatments in the region including Papulex™ for acne management, and Sebclair™ for seborrhoeic dermatitis.

The most widely recognized international dermatology gathering, the 22nd World Congress of Dermatology was held from May 24-29 at the Coex Convention and Exhibition Center in Seoul, South Korea. Held every four years, the 2011 Congress is hosted by the International League of Dermatological Societies and organized by the Korean Dermatological Association.