

# Cipla Health Ltd



# NRT CATEGORY



**nicotex**

## Tobacco Cessation/ NRT Category

- Together has 96% market share in NRT category in India
- Nicotex - one of the fastest growing consumer healthcare brand @ 27% over last 4 years
- Distribution in 150,000+ chemist outlets in India
- In-store visibility in 15,000 stores



Marketing campaigns Won 25+ awards in last 4 years



## Nicotine replacement therapy is the most widely used therapy for smoking de-addiction

- NRT is recommended as first line agent for smoking cessation by USFDA<sup>1</sup>.
- NRT can **double** the chance of success for smokers attempting to quit.<sup>2</sup>

1. The American Journal of Medicine 2008; 121(4A):S20-S31 2. EMHJ 2012; 18(10):1005-

09

Nicotine  
Replacement  
Therapy  
(NRT)



**Nicotine Gums** allows  
the body to gradually  
adjust to have less  
nicotine

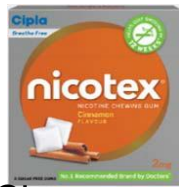


**Fewer and fewer gums**  
will be required until no  
longer needed



**It can help quit  
smoking in 12  
weeks**

## 6 Flavour Variants



Cinnamon



Mint Plus:  
Teeth Whitening



Fresh Mint:  
Classic



Fruity Mint



Mint Plus



Paan

## 2 Packaging Variants



9 gums  
strip pack



25 gums  
tin pack

## 2 Strength Variants



2 mg  
pack



4 mg  
pack

**Specially formulated gum base of Nicotex ensures the best consumer experience**

**Better and effective gum base**



- ✓ Gum base (specially imported from Spain is better as compared to competitor products
- ✓ Customized containing elastomer ensures the long lasting softness
- ✓ Gum base ensure continuous release of drug throughout the chewing process

**Nicotex is suitable for diabetic users too**

**Nicotex is Sugar Free**

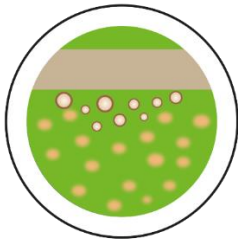


- ✓ Sugar Free Nicotine Gums are a choice of treatment for Diabetic smokers
- ✓ Sugar Free Gums helps in prevention of dental caries.

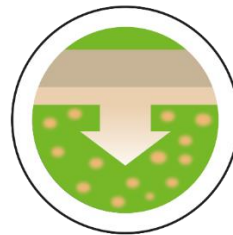


- ✓ It is a **skin patch** containing nicotine that helps quit smoking.
- ✓ It works on the principle of **'Nicotine Replacement Therapy' (NRT)**<sup>1</sup>

## HOW PATCHES HELP CONTROL CRAVING?



It delivers **nicotine directly to the blood circulation through intact skin.**

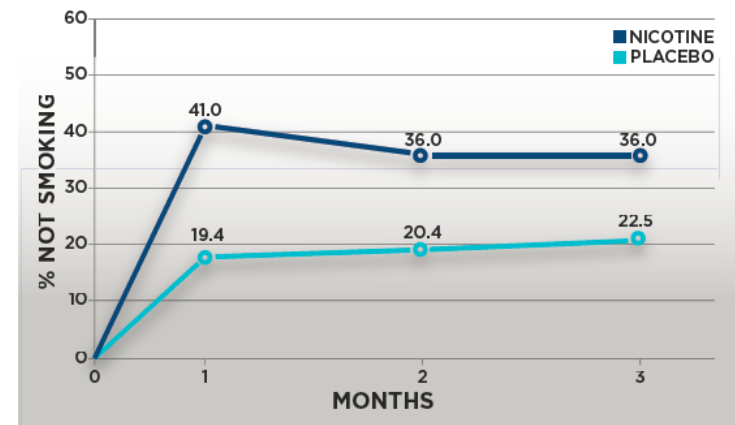


**Steady concentration of nicotine** is maintained in the bloodstream throughout the day to reduce withdrawal symptoms.

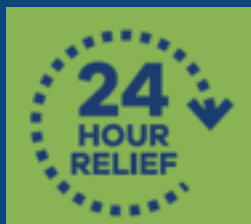


## Nicotine patches are proven to be highly effective

Smokers are **60% more likely to abstain from smoking** after using the patch!



### Product features



Nicotex patch helps curb cigarette cravings for upto 24 hours



Only one patch a day



## Dosage therapy



For those who smoke **more than 20 cigarettes a day**

- Start with Step 1 pack (21mg) for week 1 to 4
- Step 2 pack (14mg) for week 5 to 8
- Step 3 pack (7mg) for week 9 to 12

For those who smoke **less than 20 cigarettes a day**

- Start with Step 2 pack (14mg) for week 1 to 4
- Step 3 pack (7mg) for week 5 to 12

# cofsils<sup>®</sup>

## Cough & Cold Category



# cofsils®

Lozenges



Cofsils Lozenges



Cofsils Cough Drops

Syrups



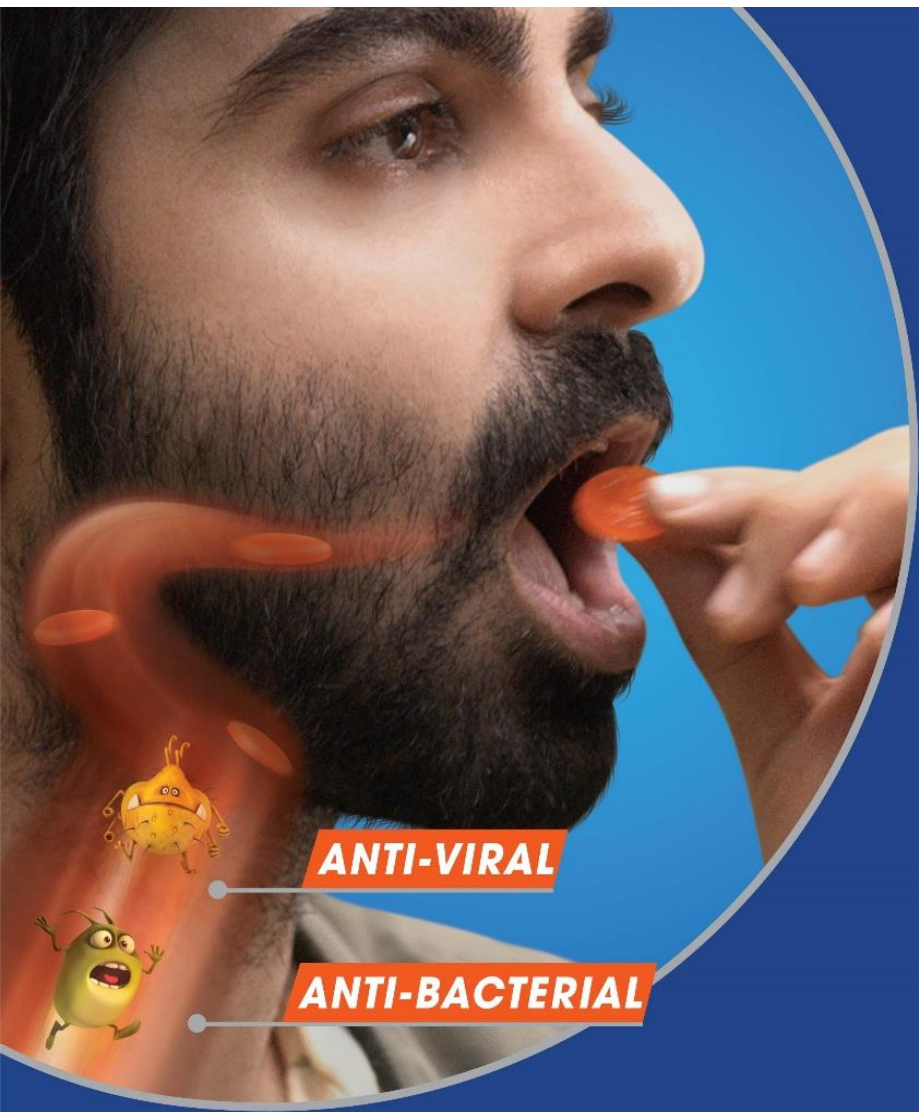
Masks



# cofsils™

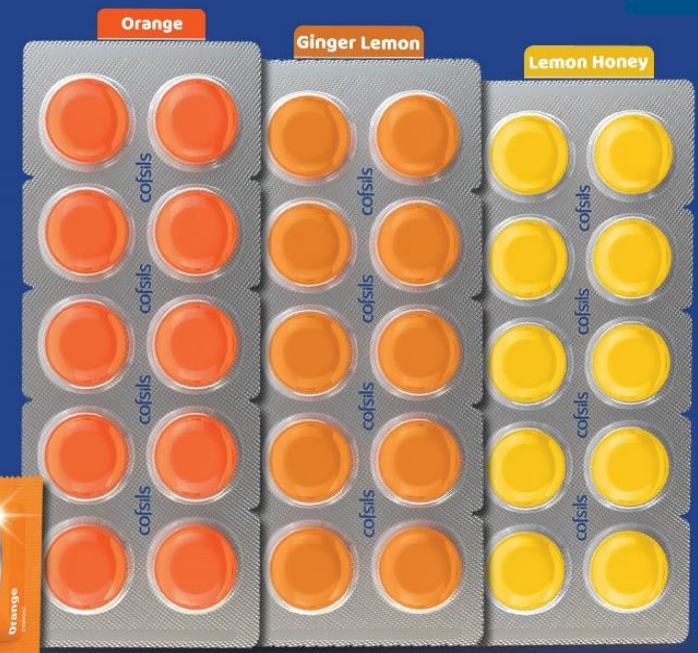
## KILLS VIRUS & BACTERIA#

- Gives instant Relief
- Kills 99.9% Germs
- Kills Bacteria & Virus



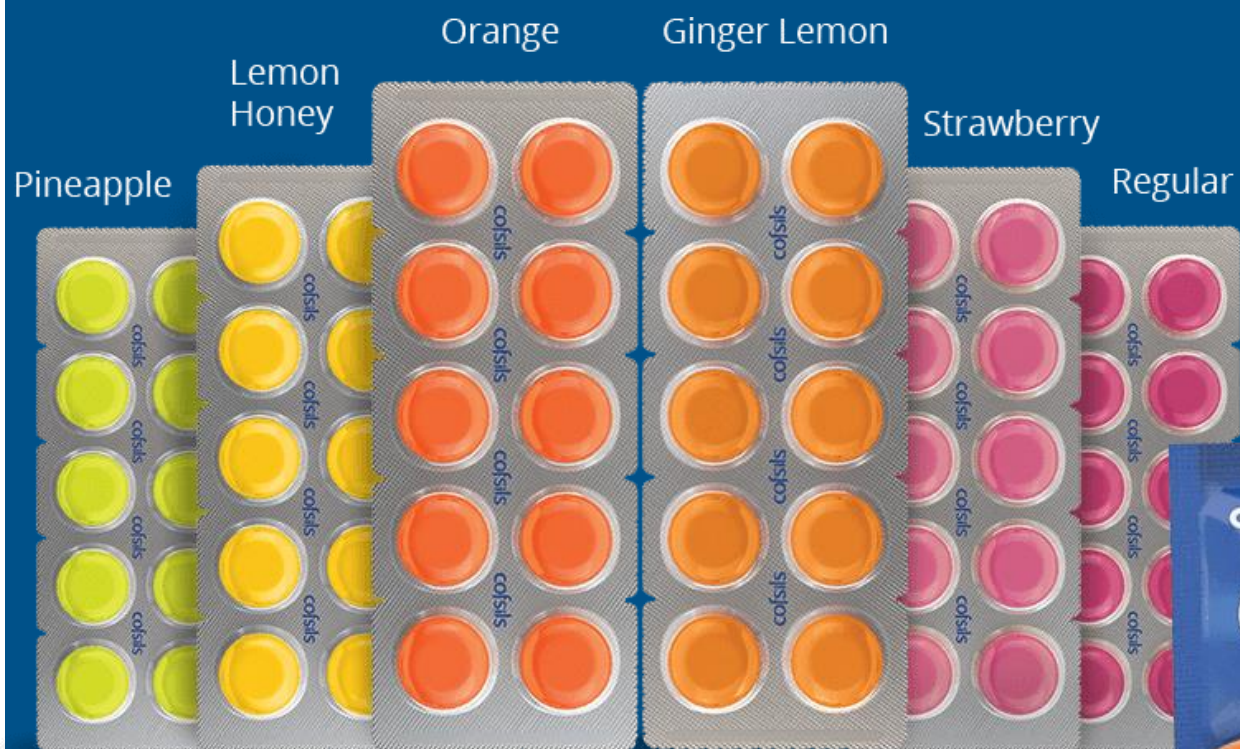
**ANTI-VIRAL**

**ANTI-BACTERIAL**



#Based on representative organisms  
Aam Murash ki polys refers to lozenges that do not contain Amikmetacresol and Difenolbenzol alcohol.  
Moklav D et al. Int J Clin Pract. 2010;64(2):104-207. (medicated lozenges compared to non-medicated lozenges), Oloro JS et al. Antiv Chem Chemother. 2005;16(2):129-34; Matthews D et al. Int J of Gen Med 2011;1:451-459

# Cofsils Lozenges



Molecules	Effect
<b>Amylometacrasol</b>	Antiseptic used in the treatment of infections of the mouth and throat
<b>Dichlorobenzyl Alcohol</b>	Used as a mild antiseptic, able to kill bacteria and viruses associated with mouth and throat infections

# Cofsils Cough Drops



Molecules	Effect
<b>41 herbs</b>	Soothes Throat
<b>Flavours</b>	Menthol, Ginger, Tulsi, Honey

# Cofsils Cough Syrup



- Acts On**
1. **Cough**
  2. **Cold**
  3. **Sore Throat**

Molecules	Effect
<b>DIPHENHYDRAMINE HYDROCHLORIDE</b>	<b>Antihistamine that helps in Cold &amp; Cough</b>
<b>AMMONIUM CHLORIDE</b>	<b>Expectorant &amp; Soothes Throat</b>
<b>SODIUM CITRATE SYRUP</b>	



Source: Raju S. Analysis of Anti-Cough Preparations Available in Indian Market. IOSR Journal of Dental and Medical sciences 2014; 13(3): 16-8

## Cofsils Dry Cough Syrup



### Acts On

1. Cough Reflex
2. Throat discomfort
3. Dry Cough

No Alcohol | No Drowsiness

Molecules	Effect
Dextromethorphan Hydrobromide (15mg)	Cough suppressant



## Cofsils Wet Cough Syrup



### Acts On

1. Chest congestion
2. Cold
3. Throat discomfort

No Alcohol | No Drowsiness | Sugarfree

Molecules	Effect
Ambroxol Hydrochloride(100mg)	Expectorant
Guaiphenesin (15mg)	Mucolytic action

# Cofsils Gargle

**KILLS 99.9% VIRUSES & BACTERIA\***  
 USE **cofsils** GARGLE REGULARLY



**2X** Stronger\*\*

Refreshing Minty Flavour

Save ₹50# on 100 ml

FROM THE HOUSE OF CIPLA

QUICK RELIEF

Scan the QR code to know how Cofsils Gargle can help prevent common respiratory infections

\* - Based on in-vitro studies. Egges M, Jansen TK, et al. In Vitro Bactericidal and Virucidal Efficacy of Povidone-Iodine Gargle/Mouthwash Against Respiratory and Oral Tract Pathogens. Infect Dis Ther 2016; 7:249-259  
 \*\* - Refers to the 2% PVI concentration as compared with 1% PVI formulations. Efficacy will depend on dilution  
 # on 100 ml at MRP 170/- VS 50 ml at MRP Rs.110/-

Molecules	Effect
2% Povidone Iodine	Anti Viral & Anti Bacterial Effective against Covid -19

*prolyte*<sup>TM</sup>  
**ORS**



# Product | PROLYTE ORS



- WHO RECOMMENDED FLUID REPLACEMENT FORMULATION USED TO **PREVENT AND TREAT** DEHYDRATION
- EACH COMPONENT PLAYS A SPECIAL ROLE THAT **MAKES ORS EFFECTIVE** IN DEHYDRATION

# Why WHO Formulation

?



World Health Organization FORMULATION



NON WHO APPROVED FORMULATIONS

## NON WHO FORMULATION CAN BE FATAL IN MEDICAL CASES

- CONTAINS WHO RECOMMENDED AMOUNTS OF WATER, GLUCOSE, SODIUM, POTASSIUM & CITRATE
- ENSURES RAPID & EFFECTIVE REHYDRATION
- ENSURE RAPID RESTORATION OF IMPORTANT ELECTROLYTES
- SYMPTOM RELIEF IS IMMEDIATE AND EFFECTIVE
- POWER OF THE FORMULATION

X

X

X

- SLOW AND INEFFECTIVE
- NOT POWERFUL

Presenter:

PRESENTING...

**Cipla**

INTRODUCING  
W.H.O. RECOMMENDED  
**prolyte™**  
**ORS**

**THE PROFESSIONAL  
ELECTROLYTE**

**THE MOST EFFECTIVE  
& RAPID SOLUTION  
FOR DEHYDRATION**

**W.H.O.  
RECOMMENDED**

**prolyte ORS**  
W.H.O. RECOMMENDED FORMULA  
Ready to Drink  
Restores body fluids & electrolytes lost due to dehydration  
Not For Injection

**Oral Rehydration Salts IP**  
ORS

200 ml

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# WHY PROLYTE ORS ?

# AVAILABLE IN...

**Cipla**

**THE RIGHT CHOICE**  
WHEN IT COMES TO HEALTH,  
ONE CAN'T AFFORD WRONG CHOICES.

**80+ YEARS OF CIPLA HERITAGE**



**W.H.O. APPROVED FORMULATION**



**RECOMMEND *prolyte* ORS THE RIGHT CHOICE.**

**UP TO 2.5X\* MORE PROFITS**

\*Up to 2.5x more profits as compared to some of the leading branded rehydration drinks and powders included in charge as per the study conducted.

**DOSAGE:  
1-2 L FOR CHILDREN,  
2-4 L FOR ADULTS**




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**Cipla**

**THE RIGHT BRAND**  
*prolyte*<sup>™</sup>  
**ORS**

AVAILABLE IN APPLE, ORANGE  
& LEMON FLAVOURS



***pro**lyte*





Variants:

ORANGE

APPLE

SKU:200ml Tetra



**prolyte**

## **Product Description**

Prolyte is an Electrolyte drink infused with Salts and Vitamins that Revives you, Recharges you and gets you **ready to go for longer**

## **Reasons to Believe**

Restores Electrolytes | Boosts Energy | Contains Vitamin C

## **Competitors**

All drinks excluding carbonated & dairy based beverages  
ORSL, Enerzal, Wild, Raw, Maaza, Tropicana, Frooti and other fruit based beverages

## **Key Ingredients**

Water, Reconstituted Juice, Glucose, Vital Electrolytes,  
Vitamin C & Sugar

Sweating & losing Electrolytes ?  
Glucose is not enough !

Introducing  
***prolyte***<sup>™</sup>  
 **ENERGY** TO  
KEEP YOU GOING LONGER...



**prolyte**<sup>TM</sup>  
ENERGY TO  
KEEP YOU GOING LONGER

## Product Description

Prolyte is a tasty Energy Drink infused with Electrolytes, Glucose and Vitamins that **keeps you going for longer**. It is available in both liquid and powder formats.

## Reasons to Believe

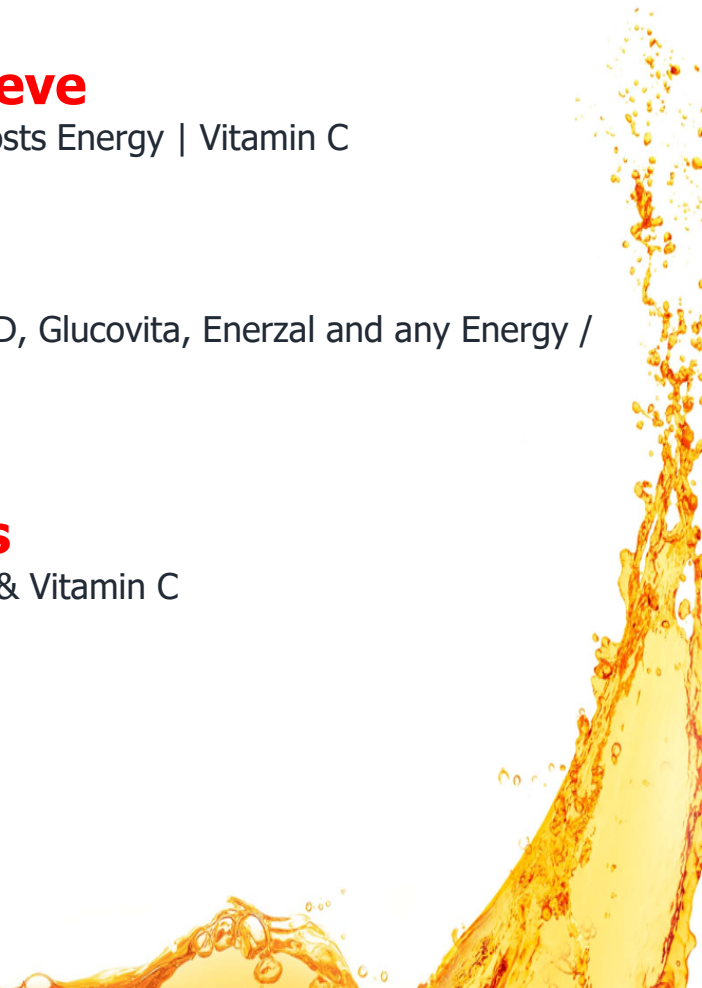
Restores Electrolytes | Boosts Energy | Vitamin C

## Competitors

Glucon-D, Dabur Glucose-D, Glucovita, Enerzal and any Energy / Glucose Powder

## Key Ingredients

Glucose, Vital Electrolytes & Vitamin C



# PRODUCT | primary pack

**prolyte**



## PRIMARY PACKAGING

**Electrolytes**

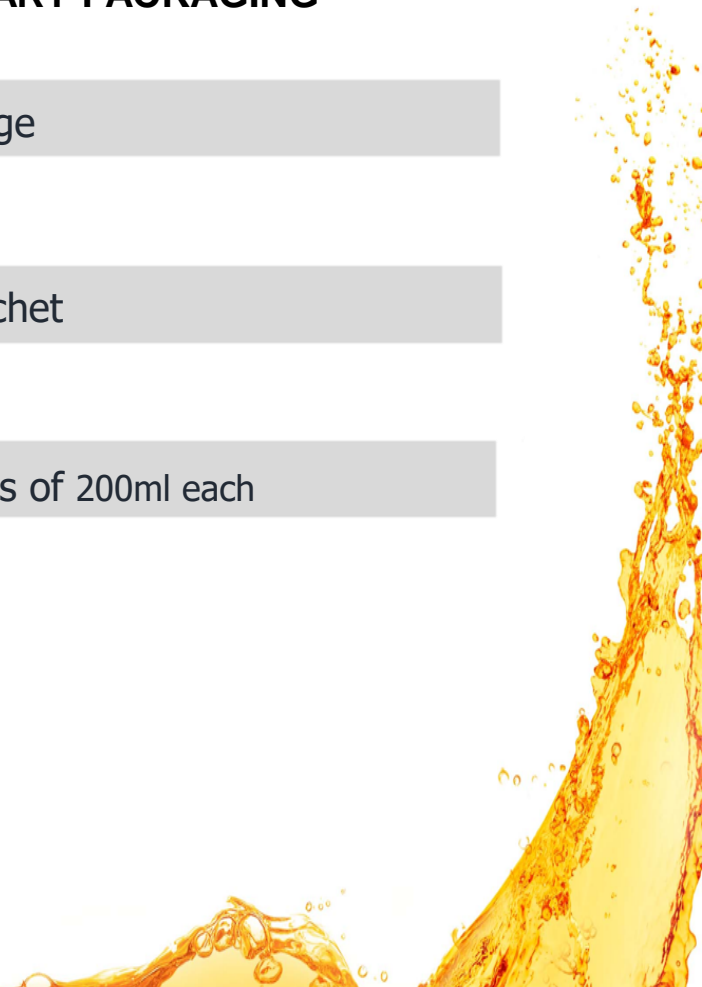
**Variant:** Orange

**Vitamin C**

**Glucose**

**SKU:** 100g Sachet

**Yield:** 5 glasses of 200ml each



# Maxirich<sup>®</sup>

Immunity ka Daily Dose



# Maxirich Daily Multivitamin



## BENEFITS/FEATURES



Contains more than 13 essential nutrients to maintain overall health



Helps in concentration and memory



Power of 3 antioxidants – vitamin A, E & C.



B vitamins for active and energetic life, helps minimize tiredness and fatigue



Helps build immunity



Smart way to support the nutritional gap in your everyday diet



## Maxirich Daily Multivitamin: Key Ingredients & Benefits

.....  
**WITH MORE THAN  
 13 VITAMINS  
 AND MINERALS,  
 THE SEARCH FOR  
 THE RIGHT SUPPLEMENT  
 ENDS HERE.**  
 .....



### VITAMIN A, E & C

- The power of three antioxidants in one bottle

### VITAMIN B1, B2, B3, B5, B6, B12

- Keep the body active and energetic through the day
- Reduce tiredness and fatigue
- Ensure normal functioning of the heart
- Maintain skin's health

### VITAMIN D

- Helps build immunity
- Supports bone and dental health

### MINERALS

- Enhanced functioning of the nervous system with minerals like Iodine, Calcium, Phosphorus, Magnesium, Manganese, Zinc and Copper

# Maxirich Tulsi Drops

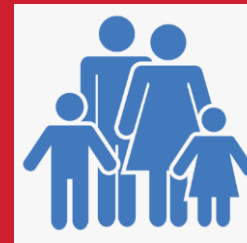
CiplaHealth



50% Extra  
Net 30 ml



**Dosage: 5-10 drops in water**  
(lukewarm) or tea, 2-3 times a  
day, or as directed by Physician



**Anybody can consume this.**  
Suitable for entire family

## Ingredients

Carefully made from the *extract of 5 types of Tulsi*



**SHYAM TULSI**  
(*OCIMUM SANCTUM*)



**VISHNU TULSI**  
(*OCIMUM TENUIFLORUM*)



**RAM TULSI**  
(*OCIMUM GRATISSIMUM*)



**NIMBU TULSI**  
(*OCIMUM CITRIODRUM*)



**VAN TULSI**  
(*OCIMUM BASILICUM*)

CONTAINS **95%** TULSI EXTRACT  
VERSUS 80% FOR OTHER LEADING BRANDS

# Maxirich GOLD

Multivitamin Supplement for Men



7 Capsules Weekly Pack

FSSAI product

This infographic details the ingredients and benefits of Maxirich Gold capsules. It features three circular icons representing the main components: High Purity Grade Ginseng Extract\*, Minerals like Zinc, Iron, Calcium, Phosphorus, Copper and Iodine, and Vitamins Like B1, B2, B3, B6, B9, B12, A, C, D3 & E. A central yellow banner states 'Ginseng, Vitamins and Minerals in Maxirich Gold capsules'. Below this, three icons illustrate the benefits: Boosts Energy (lightning bolt), Improves Memory (head with target), and Builds Immunity (person with shield). The background is dark grey with a man's face at the bottom.

High Purity Grade Ginseng Extract\*

Minerals like Zinc, Iron, Calcium, Phosphorus, Copper and Iodine

Vitamins Like B1, B2, B3, B6, B9, B12, A, C, D3 & E

Ginseng, Vitamins and Minerals in Maxirich Gold capsules

BOOSTS ENERGY

IMPROVES MEMORY

BUILDS IMMUNITY

# Maxirich Vitamin C + Zinc

## Vitamin C + Zinc Chewable Tablets



15 Chewable tablets  
Drug License product

Maxirich<sup>®</sup>  
VITAMIN C + ZINC

### • Maxirich Vitamin C + Zinc Benefits •

#### Helps boost immunity

Vitamin C and Zinc are known to improve immune response in the body to help fight against diseases and infections.

#### Antioxidant

Vitamin C and Zinc are proven antioxidant nutrients that protect cells against oxidative damage.

#### Boosts energy

Vitamin C is an important co-factor for energy releasing metabolism that helps boost energy to improve overall well-being.

#### Added benefits of Zinc

Zinc helps keep immune system strong. Zinc is also necessary for activity of more than 300 enzymes that aid in metabolism, nerve functions and many other crucial processes in the body.

## BENEFITS



Helps in absorption of iron



Ensures effective functioning of the immune system



Rich source of antioxidants

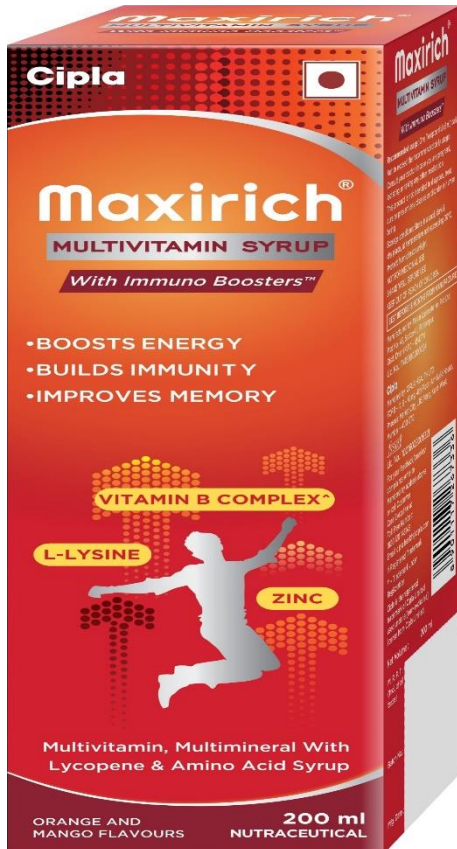


Aids in cellular functions



Boosts energy

# Maxirich Multivitamin Syrup



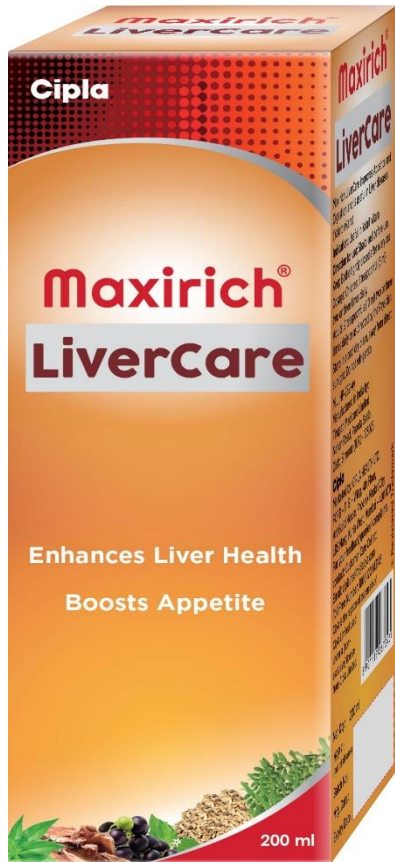
Size: 200 ml  
FSSAI License

Maxirich Multi Vitamin Syrup helps **Builds Immunity, Reduces Fatigue, Boosts energy**, through the power of **Vitamin B complex, Zinc and L-Lysine** (with various other essential vitamins & minerals).

**Power of 9 Vitamin & 4 mineral** to maintain Overall health

## Benefits

- **Boosts immunity:** Multi Vitamin Syrup is product which has power of 4 mineral (Zinc, Copper iodine, Selenium) and 9 vitamins including B Complex and has L-Lysine, that can strengthen your body's natural defense
- **Boosts energy:** Power of 9 Vitamins & 4 minerals helps in energy releasing metabolism and reduces fatigue and replenishes essential nutrients in the body.
- **Improves Memory:** Minerals like Iodine, Iron, and zinc, helps support memory and improve cognitive abilities
- **Added benefit of Zinc:** Zinc is essential for maintaining body's defensive (immune) system to properly work. It also plays crucial role in cellular function, wound healing, metabolism of carbohydrates and for sensing taste and smell



Size: 200 ml  
Ayurvedic License

## LiverCare Syrup

Maxirich Liver, is an ayurvedic formulation infused with liver protective herbs that helps improve appetite, digestion and useful in liver diseases in all age groups

## Benefits

- **Enhances liver health:** Maxirich Liver Care helps improves functional efficiency of liver cells and protects liver against toxins and oxidative stress due to liver disorders
- **Boosts Appetite:** herbs in Maxirich Liver Care syrup help improve digestion and boost digestion to utilize the nutrients efficiently.



15 Tablets  
Drug License

## Maxirich Cal 500

Maxirich Cal 500 has Calcium 500 mg & Vitamin D3 250 IU for strong bones, joints & teeth

### Benefits

1. Effectively used to treat Calcium deficiency
2. Contains Vitamin D3 which improves the absorption of calcium
3. Prevention and Treatment and prevention of osteoporosis



# CIPHANDS™

## A COMPLETE HYGIENE PORTFOLIO



## Sales Story



- Antiseptic Hand Sanitizers which Kills 99.9% Germs\*

## Composition



- Ethyl Alcohol IP (denatured)  
Eq. to absolute alcohol  
72.34 %v/v (except  
Ciphands Plus)

## Har Haath Ke Saath

Effective hand hygiene solutions to keep you protected from germs at all times



## Sales Story



- Topical Antiseptic Solution for Hand Hygiene
- Kills 99.9% germs\*

## Composition



- Chlorhexidine Gluconate Soln - 2.5% v/v
- Ethanol - 70% v/v

## Har Haath Ke Saath

Effective hand hygiene solutions to keep you protected from germs at all times



## Sales Story



- Kills germs instantly
- Helps Kill viruses & bacteria
- Suitable for Hard & Soft surfaces

## Composition



- Ethanol (95%)  
IP.....62.0% w/w

## Har Haath Ke Saath

Effective hand hygiene solutions to keep you protected from germs at all times



## Sales Story



- Kills 99.9% germs\*
- For 1<sup>st</sup> Aid, Home & Personal Hygiene

## Composition



- Chlorhexidine Gluconate Solution IP 1.50% v/v
- Strong Cetrimide Solution BP Eq. to Cetrimide IP 3.0 % v/v.

## Har Haath Ke Saath

Effective hand hygiene solutions to keep you protected from germs at all times



## Sales Story



- Protects from 99.9% Germs\*
- For Hands, Body & Surfaces

## Composition



- Aqua, Phenoxyethanol, Sodium Benzoate, PEG-40 Hydrogenated Castor Oil, Benzalkonium Chloride, Decyl Glucoside, Cetylpyridinium Chloride, Fragrance, Aloe Vera Leaf Extract

## Har Haath Ke Saath

Effective hand hygiene solutions to keep you protected from germs at all times



## Sales Story



- Protects from 99.9% Germs\*
- For Hands, Body & Surfaces
- Contains Aloe Vera

## Composition



- DM Water, Sodium Lauryl Ether sulfate, Acrylates Copolymer, Cocomono Ethanol Amine, Ethylene Glycoldistearate, DMDM Hydantoin, Aloe Barbadensis Extract, Triclosan, Sodium Hydroxide, Citric Acid Monohydrate, Tetra Sodium EDTA, Sodium Chloride, Perfume

## Har Haath Ke Saath

Effective hand hygiene solutions to keep you protected from germs at all times



## Sales Story



- Protects from 99.9% Germs\*
- For Hands, Body & Surfaces
- Contains Glycerine

## Composition



- Sodium Palmate, Sodium Palm Kernelate, Aqua, Parfum, Chlorhexidine Gluconate, Sodium Chloride, Glycerine, Titanium Dioxide, Benzalkonium Chloride, Disodium Etidronate, Disodium EDTA

## Har Haath Ke Saath

Effective hand hygiene solutions to keep you protected from germs at all times





# CLOCIP®

## ANTIFUNGAL SOLUTION



# Clocip Cream & Powder

- Contains Clotrimazole 1%
- Action - Inhibits the growth of fungus or yeast
- Uses -
  - Broad spectrum antifungal agent – acts on several types of fungi
  - Useful in tinea corporis, tinea cruris, tinea pedis, cutaneous candidiasis
  - Reduces rashes and itching
  - Effective, safe and well-tolerated drug



**CLOCIP®**

- Contains clotrimazole 1% + betamethasone dipropionate (steroid) 0.025%
- Useful in severe cases that doesn't respond to only an antifungal
- Steroid acts to suppress immunity and control the fungal infection



# Clocip KZ Soap

With KZ Soap , Clocip aims to become an expert in Antifungal category being available in multiple formats  
( Powder, Cream, Soap)



- **Formulation**
  - Ketoconazole 2% and Cetrimide 0.5%
- **Benefits**
  - Antifungal and antibacterial action , useful in treating skin infection
  - Helps in reducing itching and redness

# Clocip Advance Action Prickly Heat Powder



1.5X long lasting action



Contains Capsudx for stronger cooling



Provides germ protection

Available in 2 SKUs : 50g and 100gm

# Naselin™

Cipla Health's Cold Brand



Naselin, from the house of Cipla Health is an emerging brand in the Cold Category with a Range of DL and Non DL products in the Nasal Decongestants Space

# Naselin Nasal Spray & Nasal Drops

- ✓ Available in 10ml pack
- ✓ Naselin is a Nasal Decongestant available in 2 SKUs : Nasal Spray & Nasal Drops
- ✓ Naselin Nasal Spray & Drops contain Oxymetazoline Hydrochloride ( 0.05% )
- ✓ Naselin is the 3<sup>rd</sup> largest brand in the Nasal Spray Category with Oxymetazoline Formulation
- ✓ Unblocks nose in 25 seconds
- ✓ Provides long lasting relief upto 12 hours
- ✓ Shortens duration of illness by 2 days
- ✓ Naselin has a differentiated proposition & Communication



# Naselin Saline Spray

- ✓ Available in 20ml pack
- ✓ Attractive & Differentiated colour
- ✓ Contains : Sodium Chloride 0.65% IP
- ✓ Helps in **Daily Nasal Cleaning**
- ✓ Suitable for all adults & kids
- ✓ Same packaging as current Nasal Spray –  
Bottle + Mono Carton



**YOUR DAILY  
NASAL HYGIENE CARE**



## Naselin Coldplus Rub

- ✓ Available in 2 SKUs – 25ml & 5ml
- ✓ For Cold Relief & Relaxation
- ✓ Contains the power of 6 Natural Aromatic ingredients which decongests & relaxes, thus giving you a Goodnight's Sleep
- ✓ Contains Menthol, Camphor, Eucalyptus Oil, Owa Ka Phool, Nutmeg Oil ( Jatiphal ) & Turpentine Oil
- ✓ Differentiated positioning  
( Badho ka Rub / Rub for Adult Cold )





# mamaxpert

India's First Specialised Pregnancy Care Brand



# Mamaxpert Rapid Pregnancy Detection Kit

## MAMAXPERT RAP



- It is a simple and convenient pregnancy detection test kit.
- This test measures the concentration of a placental hormone, human chorionic gonadotropin (hCG), which is elevated in pregnancy.
- The appearance of hCG in the urine or serum is used as a marker for pregnancy.
- Detection of hCG in maternal urine is evident only in 8 – 10 days of conception

# Mamaxpert Intimate Wash



During pregnancy, the intimate area is more vulnerable due to the hormonal changes that disrupts the normal vaginal environment. These changes lead to excessive vaginal discharge, irritation & itching.

## Mamaxpert Intimate Wash

- Helps maintain normal vaginal pH balance between 3.5 and 4.5.
- Helps reduce itching, irritation and discomfort.
- Prevents growth of bacteria, thus protecting skin from itching & reducing unpleasant odour.

# Mamaxpert Stretch Mark Cream



Weight change & hormonal changes during pregnancy cause the skin layer to tear. This excess of physical stretch of the skin throughout the pregnancy leads to scarring of the skin.

Mamaxpert Stretch Mark Cream ,enriched with Slimbuster L 3R, Shea butter, Zingiber extract & Niacinamide

- Accelerate collagen & elastin synthesis & improve skin firmness.
- Reinforce skin elasticity and reduce the appearance of stretch mark and scars.
- Soothe itchy and stretchy skin .

# Mamaxpert Legs Relaxing Gel Cream



The increased weight of the growing foetus during pregnancy leads to discomfort & heaviness in the legs. The weight gain and growing pressure compress the blood vessels & nerves supplying to the lower part of the body

## Mamaxpert Legs Relaxing Gel

- Promotes lightness and freshness of legs.
- Aids circulation in the legs.
- Soothe the legs ,providing a feeling of freshness.



Hormonal changes throughout the pregnancy and the increased blood flow to the breast tissues cause the breasts to feel tender.

## Mamaxpert Breast Firming Gel

- Enhances skin firmness to keep the bust toned.
- Nourishes and hydrates skin ,increasing skin elasticity.
- Maintains skin flexibility.

India's **No.1** Medicated Antiseptic Skin Cream#

**CIPLADINE**<sup>®</sup>

— SKIN KA 1<sup>st</sup> AID —



**CIPLADINE<sup>®</sup>****WHAT IS CIPLADINE**

Cipladine Ointment is a topical antiseptic-germicidal medicine used to prevent and treat minor wounds and skin infections. It has a key active ingredient of **Povidone Iodine**. It kills sensitive organisms like **bacteria, fungus, protozoa, and spores** present on the skin.

This medicine is meant for external use only.

**CAUSES OF SKIN INFECTION****Bacteria****Virus****Fungii****Protozoa****Spores****Indications of  
CIPLADINE OINTMENT****CUTS****WOUNDS****BURNS****INFECTIONS**

## Highlights of CIPLADINE OINTMENT AND POWDER\*

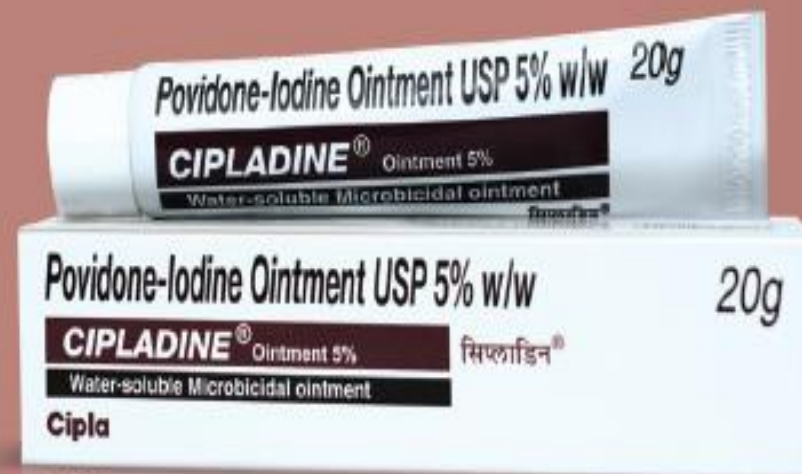
**Prevention of intact skin  
& wounds from infections**

**Broad spectrum of action against  
bacteria, viruses, fungi, yeast, spores**

**Rapid (within 30 seconds) & persistent  
microbicidal action (12-14 hours)**

**Persists on skin after  
one application**

# CIPLADINE<sup>®</sup> MULTIPLE SKIN PROBLEMS\*, ONLY ONE SOLUTION.



— SKIN KA 1<sup>st</sup> AID —

\*Cipladine is useful in minor cuts, wounds, burns & infections.

**CIPLADINE®**

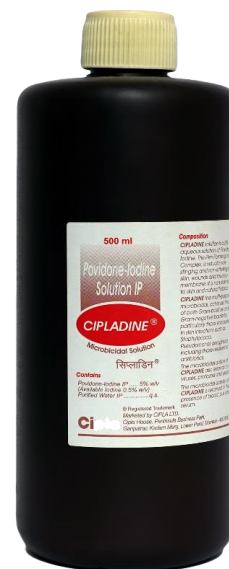
# Vast Portfolio of 15+ SKU's across segments

CREAM & OINTMENT

SOLUTION & SCRUB

POWDER

GARGLE



**CIPLADINE®**

**COMPLETE RANGE**

Creams & Ointments

Solution

Scrub

Powder

5% Ointment  
10g pack



5% Ointment  
20g pack



5% Solution  
100 ml



7.5%  
Solution



5% Powder  
10 g

5% Ointment  
15g pack



5% Ointment  
25g pack



5% Solution  
500 ml



5% Solution  
2 litre



7.5% Scrub  
500 ml

5% Ointment  
30g pack



5% Ointment  
125g pack



Gargle



2% Gargle  
(Mint) 100 ml

5% Ointment  
250g pack



10% Ointment  
10g pack



Sr. no.	Description	Composition
1	CIPLADINE DUSTING POWDER 10 g	POVIDONE 5% POWDER
2	CIPLADINE OINTMENT 125 GMS	POVIDONE IODINE 5% OINTMENT
3	CIPLADINE OINTMENT 20 GMS	POVIDONE IODINE 5% OINTMENT
4	CIPLADINE OINTMENT 250 GMS	POVIDONE IODINE 5% OINTMENT
5	CIPLADINE OINTMENT 10 GMS	POVIDONE IODINE 5% OINTMENT
6	CIPLADINE OINTMENT 25 GMS	POVIDONE IODINE 5% OINTMENT
7	CIPLADINE OINTMENT 30 GMS	POVIDONE IODINE 5% W/W
8	CIPLADINE OINTMENT 15 GMS	POVIDONE IODINE 5% OINTMENT
9	CIPLADINE SCRUB SOLUTION 500 ml	POVIDONE IODINE 7.5 % SCRUB SOLUTION
10	CIPLADINE SOLUTION 100 ML	POVIDONE 5% SOLUTION
11	CIPLADINE SOLUTION (7.50%) 100 ML	POVIDONE IODINE 7.50% SOLUTION
12	CIPLADINE SOLUTION 5% 500 ml	POVIDONE 5% SOLUTION
13	CIPLADINE SOULUTION 5% 2 litres	POVIDONE 5% SOLUTION
14	CIPLADINE GARGLE 100 ml	POVIDONE IODINE 2% (ALCOHOL BASED)
15	CIPLADINE 10% OINTMENT 10GM	Povidone Iodine IP.....10% w/w

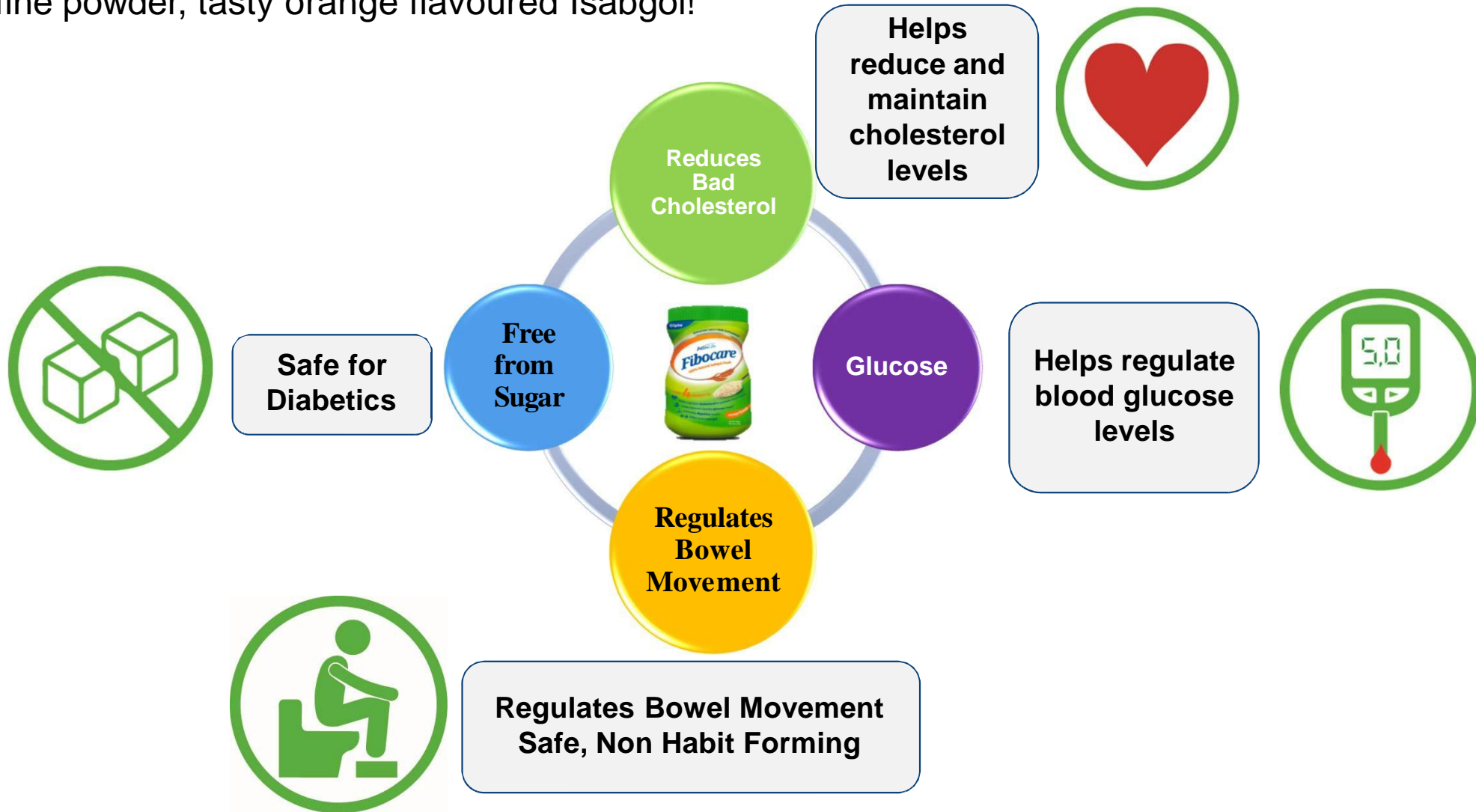
# Laxatives



# Fibocare Isabgol Husk

## Product Benefits

A fine powder, tasty orange flavoured Isabgol!







Thank You