

ZAART 25/50/100

Losartan Potassium Tablets 25mg / 50mg / 100mg

The First Selective All Receptor Antagonist **Cipla**

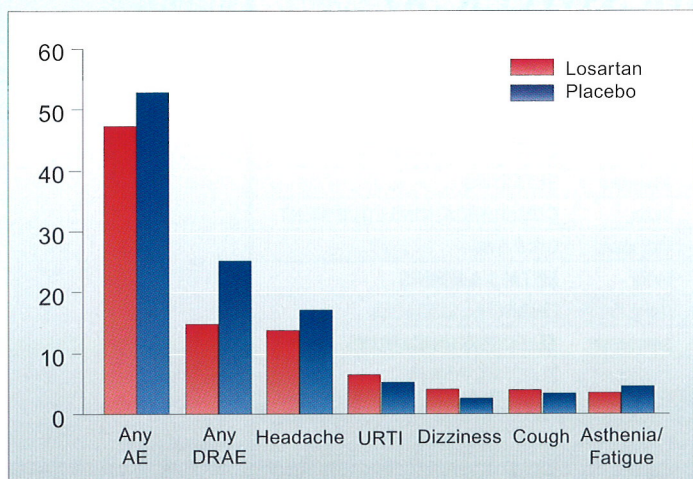
An Advancement over ACE inhibitors^{1,2,3,4}

The potential superiority of the AT₁ receptor antagonists (**Losartan - ZAART**) over the ACE inhibitors is based on their increased sensitivity in blocking the circulating and tissue effects of AII at the receptor level.

Parameters	ACE inhibitors	LOSARTAN (ZAART)	Benefits
Inhibition of ACE	✓	✗	No incidence of bradykinin mediated effects like cough and angioedema Does not increase sensitivity of Angiotensin II receptors since it directly blocks them
Effects on non-ACE pathways	✗	✓	Complete inhibition of RAAS
Dual action at receptor level	✗	✓	Blocks AT ₁ receptors - Targets hypertension with precision Does not block AT ₂ receptors - Has antiproliferative effects
Onset on action	Rapid	Slow	No first dose hypotension

High Tolerability³

Minimal Side Effects



Percentage of patients with adverse events during therapy with **Losartan** (n=2085) and **Placebo** (n=535) in controlled trials of 8 to 12 weeks duration.

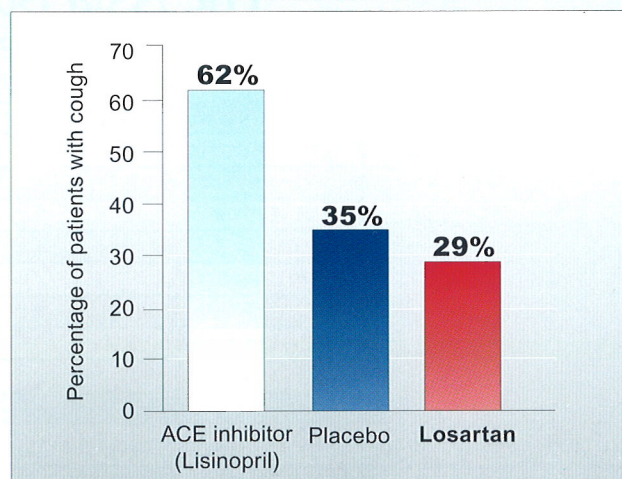
Abbreviations:

AE = Adverse Event

DRAE = Drug Related Adverse Event

URTI = Upper Respiratory Tract Infection

Less incidence of cough compared to ACE inhibitors



38 hypertensive patients who discontinued therapy with ACE inhibitors due to dry cough, did not report this side effect after being switched over to **Losartan**.

References:

1. Cardiovascular Drugs Ther 1997; 9:693-700
2. Lancet 1995; 346: 1403-1407
3. Drugs 1996; 52 (1): 1-16
4. Arch Intern Med 1996; 156: 1957-1965

ZAART 25/50/100

Losartan Potassium Tablets 25mg / 50mg / 100mg

The First Selective All Receptor Antagonist **Cipla**

Cipla – Your Healthcare Partner Since 1935

Produced by CIPLA, a leading provider of pharmaceuticals.

Key Facts about CIPLA.

- 25 manufacturing facilities approved by leading regulatory authorities including the FDA (USA), MHRA (U.K.) and TGA (Australia).
- Over 1000 Formulations and 150 Active Pharmaceutical Ingredients.
- Prequalified and Approved by the World Health Organisation (WHO) for supply to UN Agencies.
- The World's largest range of antiasthmatic aerosols and inhalation devices.
- The World's largest manufacturer of antiretroviral drugs and supplier to the Clinton Foundation AIDS/HIV Initiative.

CIPLA ranked No. 10 in *The Asia BusinessWeek 50*

The Asia BusinessWeek 50

The region's top-performing companies

COMPANY	COUNTRY	BUSINESS
1 UNILEVER INDONESIA	Indonesia	CONSUMER PRODUCTS
2 HIGH TECH COMPUTER	Taiwan	COMPUTER HARDWARE
3 LION DIVERSIFIED HOLDINGS	Malaysia	RETAILING
4 SIEMENS (INDIA)	India	COMMUNICATIONS EQUIPMENT
5 PAKISTAN PETROLEUM	Pakistan	OIL & GAS
6 STERLITE INDUSTRIES	India	METALS & MINING
7 JARDINE MATHESON HOLDINGS	Hong Kong	FINANCIAL SERVICES
8 TELEKOMUNIKASI INDONESIA	Indonesia	TELECOMMUNICATIONS
9 KOT ADDU POWER (KAPCO)	Pakistan	ELECTRIC POWER
10 CIPLA	India	PHARMACEUTICALS
11 SPARX GROUP	Japan	ASSET MANAGEMENT
12 CHIYODA	Japan	CONSTRUCTION & ENGINEERING
13 MOTECH INDUSTRIES	Taiwan	ELECTRONIC EQUIPMENT

*2007 Rankings; Based on average return of Capital and Sales Growth (over the previous 3 years).

Distributed by

Controlled Medications Ltd
Unit 204, 2/F New Bright Building
11 Sheung Yuet Road, Kowloon Bay
Kowloon, Hong Kong
Tel: (852) 2896 0889
Fax: (852) 2898 9842

conmed
Controlled Medications Ltd.
康德行有限公司