

## **Zydus Urosciences launches Udenafil a next gen therapy for erectile dysfunction for the first time in India**

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Zydus Urosciences, the specialty division of Zydus Cadila a global healthcare provider, is launching Udenafil a next gen therapy for the treatment of ED (erectile dysfunction). Udenafil, a newly developed, potent and selective PDE5 inhibitor approved for the treatment of ED, is being launched under the brand name 'Udzire'. The group has an exclusive license to market this patented molecule developed by Dong-A Pharmaceuticals of Korea, in India.

Phosphodiesterase 5 (PDE5) inhibitors are the first line therapy for ED. Currently, only two molecules – sildenafil and tadalafil from this group are available for the treatment of ED in India. Sildenafil has a rapid onset of action but duration of action is shorter. Tadalafil has a longer duration of action but is associated with side effects of muscle pain and back pain. Udenafil, is the fourth amongst the PDE5 inhibitors class and fulfills this need for a molecule having advantages of the existing agents with a better tolerability profile. Udenafil has been found efficacious in the treatment of various causes and severity of ED with no muscle pain/back pain being reported in the clinical trials. Rapid onset and longer duration of action, are the unique features of Udenafil. The treatment with this therapy has also resulted in significant improvement in erections in ED patients with hypertension or diabetes mellitus in specific clinical studies.

Erectile dysfunction continues to remain a common disorder. It is said to affect as much as 10% of the male population. The incidence is fairly common in men above the age of 40 with nearly 52% of men in this age group being affected with this disorder. The number of males suffering from ED is estimated to exceed 320 million men worldwide by the year 2025, with the largest projected increases in developing continents such as Africa, Asia, and South America. Udzire (Udenafil) is a new addition to the current management of ED and will assist medical practitioners in customising treatment regimens to the unique needs of the patients with ED in India.

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