

PRESS CLIPPING SHEET

PUBLICATION:	Daily News
DATE:	09-August-2018
COUNTRY:	Egypt
CIRCULATION:	80,000
TITLE :	Novartis SAE announces FDA approval of Deferasirox for treatment of Thalassemia
PAGE:	06
ARTICLE TYPE:	Agency-Generated News
REPORTER:	Staff Report
AVE:	32,500

Novartis SAE announces FDA approval of Deferasirox for treatment of Thalassemia

Novartis, in a joint press conference with the Egyptian Thalassemia Association (ETA), announced the launch of its first right to market the drug, Deferasirox film-coated tablets, a new oral formulation for oral suspension taken once daily for the treatment of Thalassemia, or chronic iron overload, a disease that affects 5-9% of Egyptians.

Speaking during the conference, Dr. Amal El Bashlawi, professor of paediatric medicine and haematology at Abu El Reish University Hospital and president of the ETA, said, "Anaemia is a term used to describe a lack of iron in the body. In the case of Thalassemia, the problem lies in an accumulation of iron in the body due to extended blood transfusions. Thalassemia varies in its severity. Some patients suffer from mild anaemia, which does not require treatment, while other patients suffer from a more severe form of anaemia that can cause lupus, and appears to affect persons after the age of 2 or above. The most severe form of anaemia presents during the child's first year, gradually increasing



in severity and does not respond to any treatment except regular blood transfusions. These lead to an accumulation of iron in vital organs such as the liver, heart, pituitary gland, and pancreas. As a result, patients suffer from failure or decreased functions in these organs, which requires treatment with drugs."

Dr. Mona Hamdy, professor of haematology and paediatrics and director of the Centre for Clinical Research at Cairo University's Faculty of Medicine, said, "For many years, pharmaceutical com-

panies, especially Novartis, have worked consistently to discover new treatments for Thalassemia patients. Deferasirox film-coated tablet is the latest in a journey Novartis began in 1968 when it announced for the first time its revolutionary Deferoxamine treatment for Thalassemia. The drug, which showed extraordinary treatment outcomes, remained difficult for patients to adhere to due to its complex regiment of iron chelation through needle-infusion pump for 8-12 hours daily, 5 days a week.