

Sanofi launches 'Combiflam ICYHOT Pain Relief Topical in India

11 September 2017 | News

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Sanofi India Limited expands its consumer healthcare portfolio with a new addition in the pain-care segment - Combiflam ICYHOT, a topical analgesic. The product is available in two formats – gel and spray, for instant and long-lasting relief to people suffering from muscle pains and sprains.

Dr. Shailesh Ayyangar, Managing Director - India and Vice President - South Asia, Sanofi, said, "For over 30 years, people across India have trusted and relied on Sanofi's products for pain relief. In fact, Combiflam is one of our flagship prescription brands and is present in 1 of 3 Indian households. Building on this legacy, the launch of Combiflam ICYHOT gel and spray in the over-the-counter (OTC) segment further expand our consumer healthcare portfolio."

In a survey conducted by IPSOS in India, every person admitted to suffering from some kind of a pain in the last 12 months, but only 43 per cent of the pain occasions were treated with an available painkiller at home.

Nikhilesh Kalra, General Manager – Consumer Healthcare, India & South Asia said, "Typically, people choose the format of their painkiller depending on the type of pain they are suffering from. When it comes to seeking relief from muscular pains including neck, shoulder and back pain, topicals are the most preferred format. To address this gap in our pain segment, we have brought the ICYHOT brand from Sanofi USA, and are manufacturing it indigenously to offer our Indian consumers a high-quality over-the-counter product, at affordable prices."

Combiflam ICYHOT gel is available in packs of 15g and 30g and priced at Rs.50 and Rs.98 respectively. The spray is available in packs of 35g and 55g and priced at Rs.115 and Rs.175 respectively.