

## Wanbury enters calcium deficiency market

■ **MUMBAI:** Wanbury has launched Cdense, a mineral transporter, marking its entry into osteoporosis and gynaecology-related calcium deficiency market. Cdense, which will be a 100% prescription-based product, will be predominantly targeted at patients with osteoporosis, low-back pain, post-menopausal women, and for calcium deficiency related to pregnancy, lactation and post-partum care. Rajaram Samant, director (marketing and sales) at Wanbury said, "Cdense is the only once-a-day dosage product, which ensures 95% absorption, powerful recalcification of the bone, reverses bone loss, relieves pain and has excellent gastro-intestinal (GI) tolerance leading to maximum patient compliance. The calcium brands that are currently available in the market have to be taken twice or thrice a day, leading to GI irritation."