



NEWS RELEASE

For Immediate Release

Pfizer Malaysia Launches Azoren A New Combination Therapy for Hypertension

Kuala Lumpur, 10 July 2012 – Pfizer Malaysia today launched a new treatment for hypertension (high blood pressure) – a combination therapy drug that comprises two active ingredients to combat the debilitating condition in different but complementary ways.

Azoren (Amlodipine Besylate and Olmesartan Medoxomil) contains two key ingredients that help relax blood vessels and lower blood pressure. Amlodipine Besylate, a 'Calcium Channel Blocker' counteracts the effect of calcium in blood vessels by preventing calcium from entering cells of the heart and blood vessel walls, resulting in lower blood pressure. Olmesartan Medoxomil inhibits the action of a hormone called Angiotensin II, which can constrict blood vessels and narrow them.

The combination of both these components contributes to an efficient and effective form of hypertension therapy with the power to lower blood pressure in eight weeks compared to monotherapy.¹

The third National Health and Morbidity Survey of 2006 highlighted that the prevalence of hypertension is on the rise in Malaysia and that there is a 43% increase of incidences from the data provided 10 years ago. Hypertension continues to top the list as the prevalent risk factor for cardiovascular disease – the principle cause of mortality in Malaysia.^{2 3} It is now estimated that there are 4.8 million individuals with hypertension in Malaysia. Only 26% of hypertension patients in Malaysia have achieved target blood pressure.⁴

Hypertension guidelines recommend the use of combination drugs that have complementary mechanisms of actions to effectively achieve blood pressure goals. Blood pressure is often

¹ Chrysant SG et al. The Combination of Olmesartan Medoxomil and Amlodipine Besylate in Controlling High Blood Pressure: COACH, a Randomized, double blind, placebo-controlled, 8,233k factorial efficacy and safety study. *Clinical Therapeutics*/Volume 30, number 4, 2008. 587-604

² Lim & Morad. Prevalence, Awareness, Treatment and Control of Hypertension in the Malaysian Adult Population. Results from the National Health and Morbidity Survey 1996. *Singapore Medical Journal* 2004. Vol 45 (1) :20-27

³ Cardiovascular Disease remains number one killer in Malaysia. Available at: <http://www.asiaone.com/Health/News/Story/A1Story20080718-77480.html>. Accessed on 22 June 2012.

⁴ Available at : <http://www.malaysianheart.org/article.php?aid=132>. Accessed 20 June 2012

inadequately controlled by treatments with single antihypertensive agents.⁵ Untreated hypertension is associated heart disease and/or stroke.⁶

Azoren offers a fixed-dose combination that provides patient convenience compared to having to take two treatments separately. “With Azoren, studies have shown that patient compliance was significantly better– patients who have other health conditions appreciated the convenience of combination therapy. Patients also experienced high tolerability and sustained target blood pressure control over a 24 hour period.” said Dr. Vicknesh Wellupillai, Medical Director of Pfizer Malaysia at the media launch.

“Typically, high blood pressure medication is associated with side-effects such as headaches, dizziness and water retention. Azoren has demonstrated better tolerability profile and has also shown evidence of organ protection and complete 24 hour BP reduction which makes it ideal for high-risk elderly hypertensive patients⁷” he added.

“Pfizer Malaysia is committed to meeting the needs of hypertension patients by helping them manage their condition and lead a healthy life. Opting for a combination pill can be up to 40% cheaper than taking two sets of pills and we hope that this would contribute to making effective hypertension treatment available for all,” said Angel Choi, Pfizer Country Manager for Malaysia and Brunei.

ABOUT AZOREN

Azoren is indicated for treatment of essential hypertension. It is indicated for patients whose blood pressure who is not adequately controlled on olmesartan or amlodipine monotherapy. The recommended dosage is once daily. It's available in 20mg/5mg and 40mg/5mg. Azoren is marketed in Singapore, USA, Hong Kong and Europe. Malaysia is the 3rd Asia country that launches Azoren. The most common side effects are Peripheral edema, headache and dizziness.

About Pfizer Malaysia

Pfizer Malaysia is committed towards Working Together for a Healthier World™. We apply our global resources and strive to set the standard for quality, safety and value of medicines to improve the health and well-being of Malaysians at every stage of life. Our diversified health care portfolio includes human biologic, small molecule medicines and vaccines in Biopharmaceuticals, as well as a wide range of Nutritional products.

We also collaborate closely with public and private health care providers, and communities to support and expand access to reliable, affordable health care in Malaysia. Pfizer Malaysia began operations in 1964, and every day, some 500 colleagues throughout the country work to advance wellness and make a difference for all who rely on us.

⁵ Chrysant et al. “The Combination of Olmesartan Medoxomil and Amlodipine Besylate in Controlling High Blood Pressure: COACH, a Randomized, Double-Blind, Placebo-Controlled, 8 – week Factorial Efficacy and Safety Study”. *Clinical Therapeutics/Volume 30: 4*, 2008.

⁶ Cushman WC. The Burden of Uncontrolled Hypertension: Morbidity and Mortality Associated With Disease Progression. *J. Clin hyperten*, 2003;5(suppl 2): 14-22

⁷ Study shows fixed-dose combination therapy effective in treating high blood pressure. Available at: <http://www.medicalgrapevineasia.com/mg/2012/02/10/study-shows-fixed-dose-combination-therapy-effective-in-treating-high-blood-pressure/>

Wyeth is now a wholly owned subsidiary of Pfizer Inc. The merger of Wyeth Malaysia and Pfizer Malaysia entities may be pending in various jurisdictions and integration is subject to completion of various local legal and regulatory obligations.

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