

SUN PHARMA LAUNCHES ANTISMOKING THERAPY, SMOQUIT

Mumbai, August 10:

Sun Pharma recently launched the antismoking treatment Smoquit (bupropion SR 150mg tabs) through its Solares Division. Smoquit is priced at Rs.13.50 per tablet.

Smoquit, the first pharmacotherapy ever available for the treatment of smoking cessation, is a prescription drug and is required to be taken under medical supervision and guidance. Smoking causes or predisposes a person to a number of diseases such as heart disease, asthma, ulcers, and cancer. According to a WHO study, cigarettes on an average kills one of every two consumers; and by the year 2030, tobacco is likely to account for more deaths than TB and HIV put together.

The medication in Smoquit, bupropion, blocks nicotinic receptors so as to prevent the reuptake of neurotransmitters norepinephrine and dopamine. This mechanism of action sidesteps the problem of the urge to smoke and withdrawal symptoms, which is otherwise a hurdle when a smoker tries to quit smoking.

The patient undergoing this treatment will also require counseling from time to time. While the framework for guiding a patient through the treatment protocol is well established, the exact duration of the treatment needs to be individualized. Smoquit will be backed by an extensive patient education program, which will outline the do's and don'ts at each stage of the smoking cessation therapy.

The medication in Smoquit is reasonably safe and has been used for over a decade as an antidepressant, albeit at a different dose.

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