

Cona-adione

Phytomenadione 10mg



W.H.O

*Hepatitis C + Hepatitis B = 75%
of all cases of liver disease
around the world*

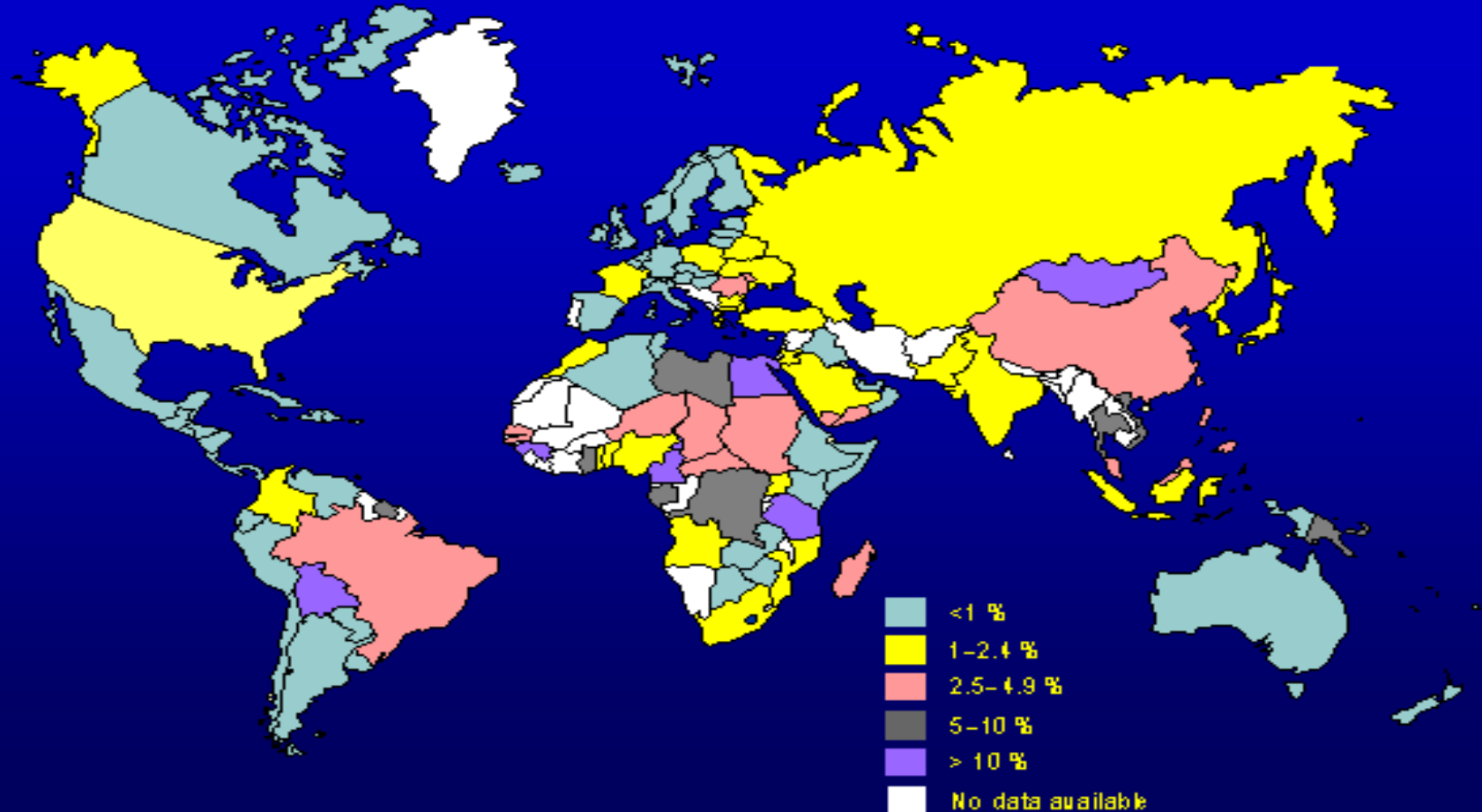


**HCV is endemic in most areas
of the world, with
approximately
3% (200 million)
of the world's population**



HCV Global Prevalence

HCV Has Broad Global Prevalence



**HCV prevalence is highest
(15% to 26%)**

in Egypt

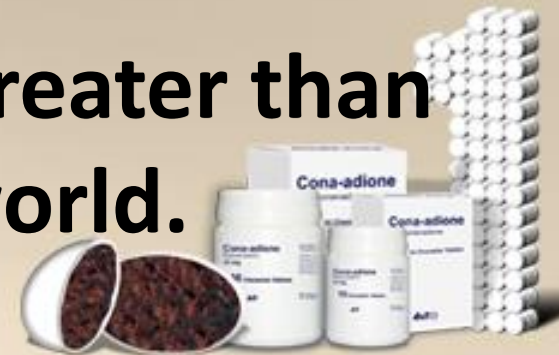
W.H.O 2003

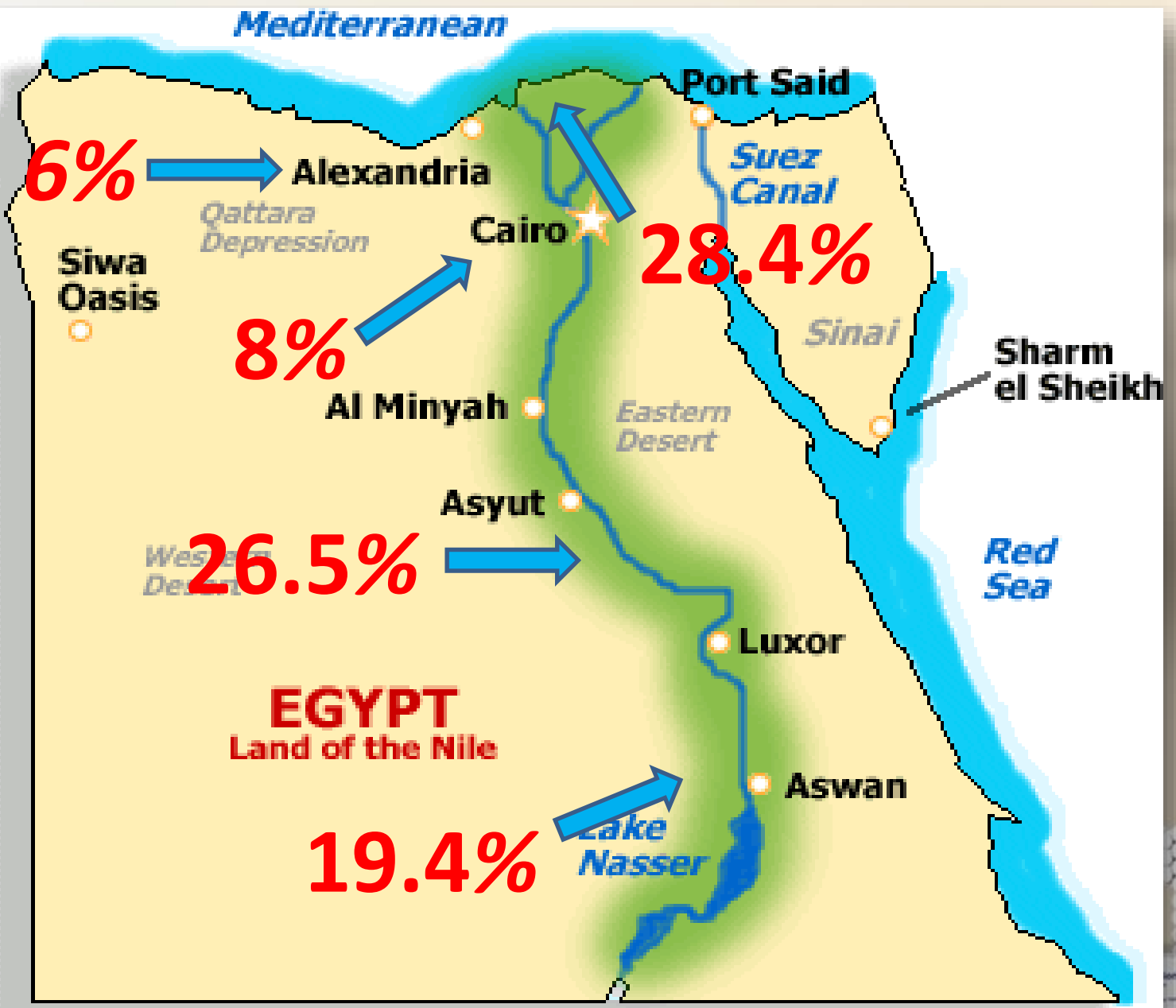


HCV In **EGYPT**

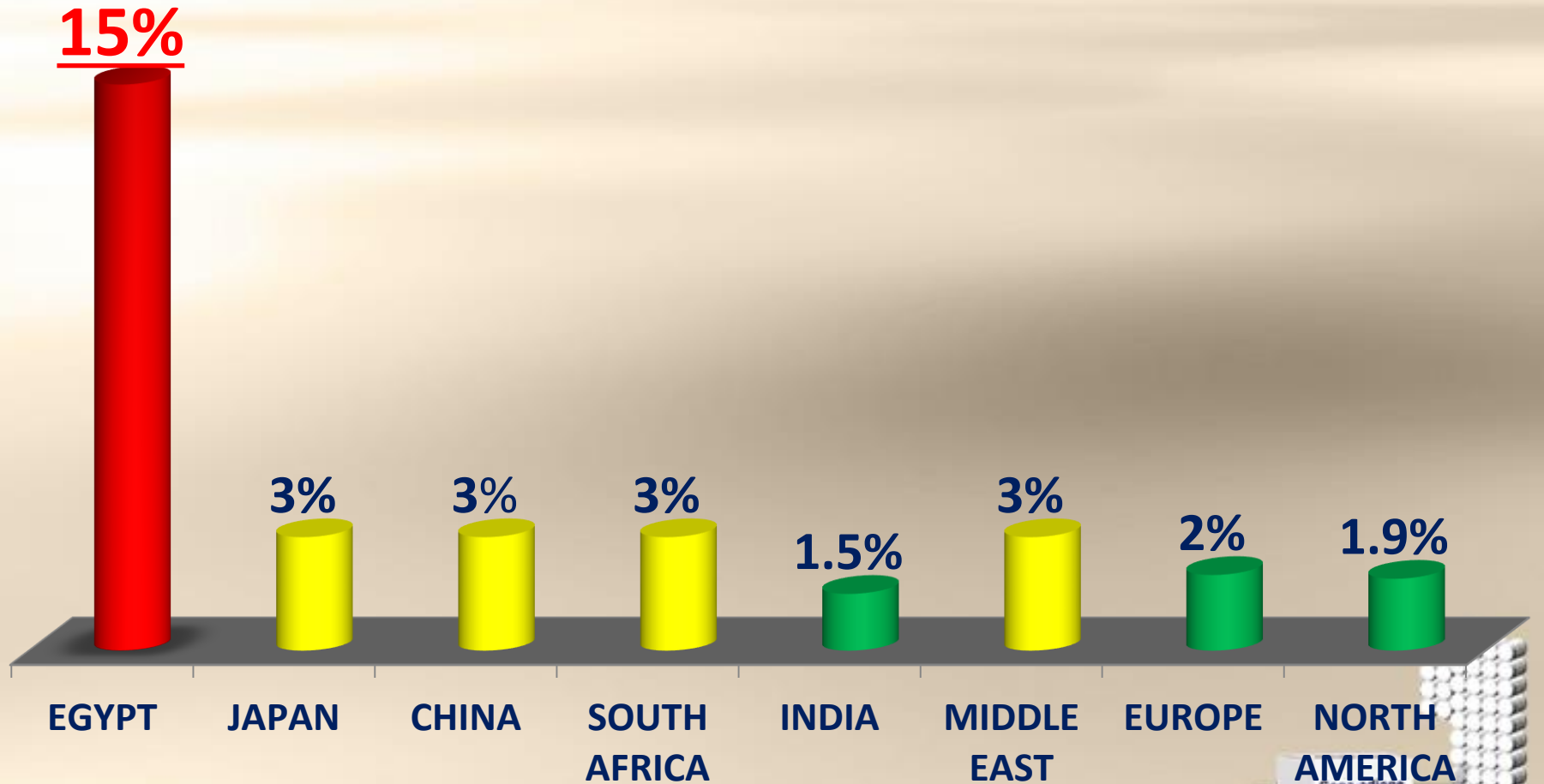
W.H.O project in **EGYPT** 2003

- The sample included both urban and rural populations and included all **27** governorates of Egypt.
- The overall prevalence of HCV was **14.7%**.
- This is more than **10** times greater than in any other country in the world.

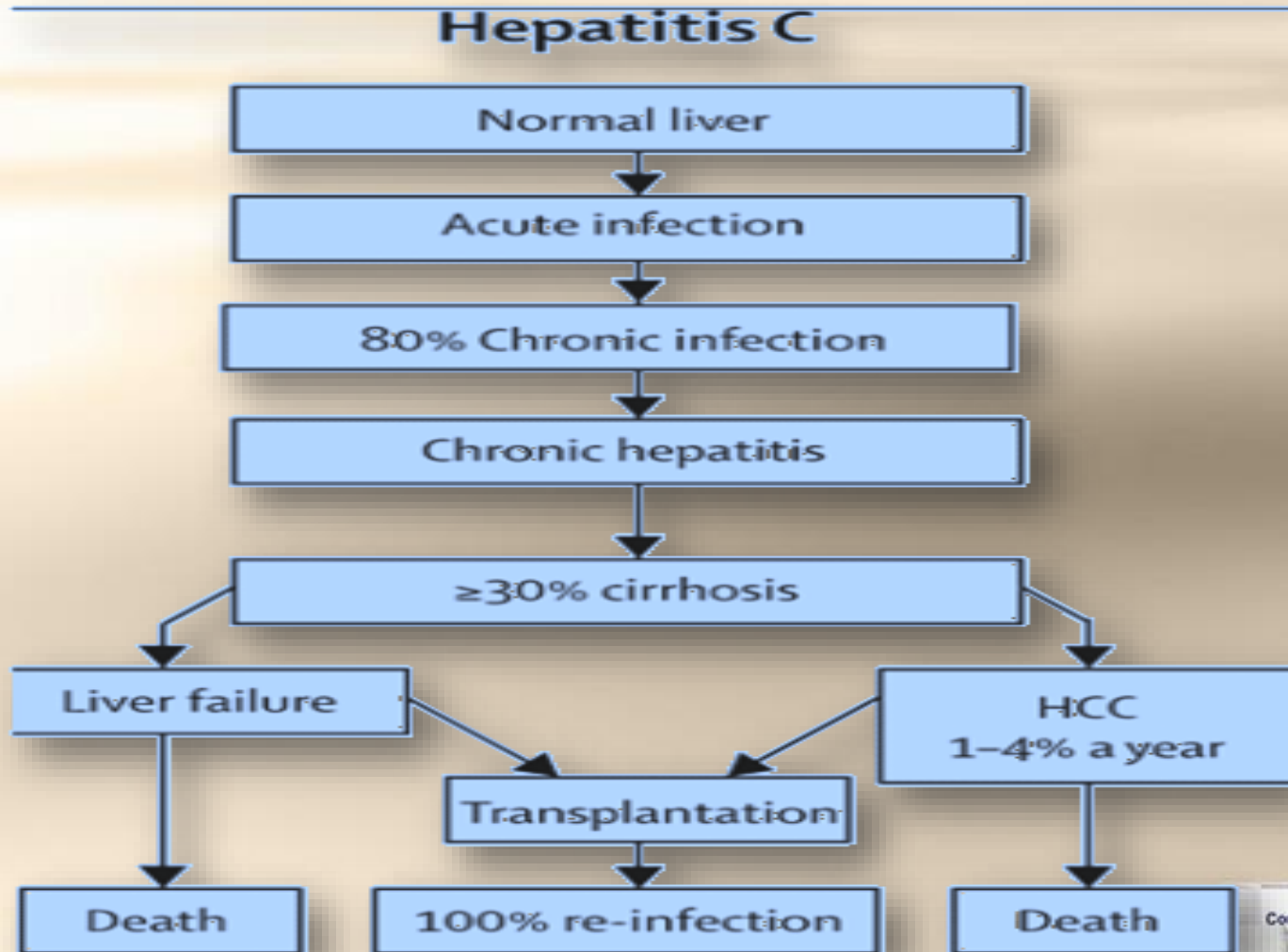




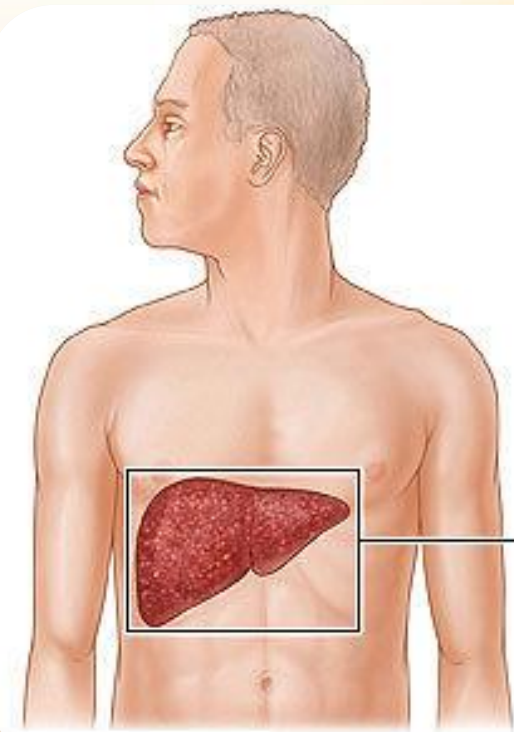
HCV In **Egypt** VS Other Countries



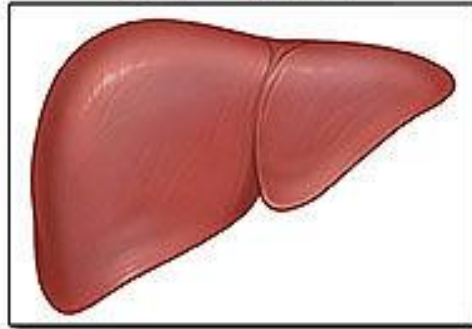
Clinical Course After HCV Infection.



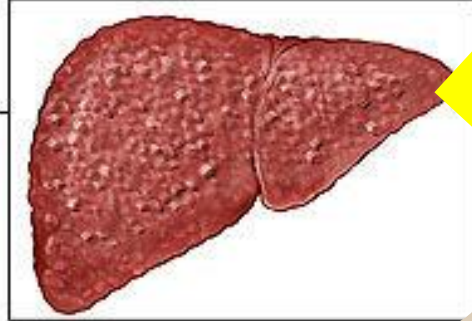
Vitamin **K**



Normal liver



Liver with cirrhosis



Liver diseases are the leading cause of vitamin K deficiency



Cona-adiione

Phytomenadione 10 mg



Cona-adiione

No. 1 Vitamin K In

EGYPT



**The Question Is
Why We Are
Leaders ?**



Product profile:

- **Cona-adione is phytomenadione 10 mg in chewable chocolate tablet**
- **Launched in the EGYPTIAN market: Feb.2005**
- **Cona-adione listed in ministry of health tender for 6 successive years 2005 2013**



Cona-adione should be used for the treatment of hypoprothrombinaemia in all hepatic patients and intestinal diseases due to decreased bile salt synthesis which leads to impaired vitamin K absorption and deficiency. (1)

Index of: Vitamins Last updated on July 2, 1999 Author: R. Bowen



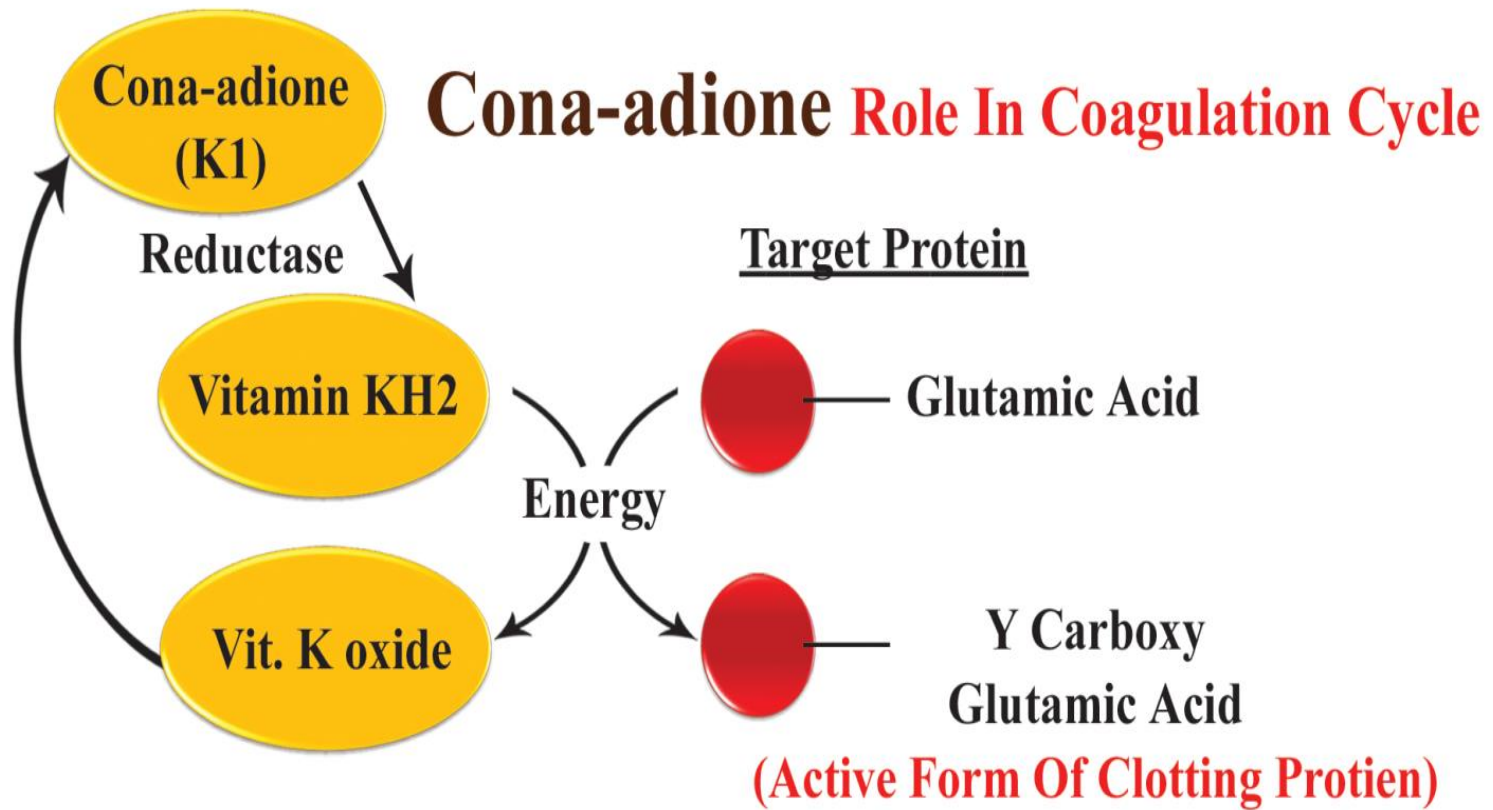
For Your Hepatic Patients

**Cona-adione superior to
other vitamin**

K1 & K4



	Cona-adione Vit. K1	Other Vitamin K1
Chewable Tablet	Increases Surface Area Of Absorption	Not All
Chocolate Taste	Provides Fatty Medium To Ensure High Absorption Rate	Not All
Monthly Cost	LE 18	LE 27
Presented in Jar	Provides A High Quality Product	X
Light Protection	√	X



	Cona-adione Vit. K1	Vitamin K4
Potency	Effective And Has Fast Onset Of Action Due To Phetyl Side Chain	No Phetyl Side Chain So It Has Slow Onset of Action And Less Effective
Absorption	Active Form Absorbed Directly	Inactive Form Needs Activation To Be Absorbed
Dosage	Single Daily Dose	3 To 4 Times Daily
Monthly Cost	LE 18	LE 21
One Month Treatment	One Pack	6 Packs
Safety Profile	<ul style="list-style-type: none"> • Vitamin K1 Recommended in New Born (American Academy Of Pediatrics) • Safe in Adults Up To 600 mg/day 	Never Used In New Born As It Is Hepatotoxic And Destroys The Blood Cells



Thank you

