



Uniaue Patented Combination Analgesic

PRESS RELEASE

NEXT GENERATION MAXIGESIC PAIN RELIEF NOW AVAILABLE IN SINGAPOREAN PHARMACIES

SINGAPORE, 21 JUNE 2018. Launched this week, MAXIGESIC® is poised to shake up the nations' pain relief market by offering the only analgesic in Singapore to combine Paracetamol and Ibuprofen in one tablet, and a combination that can provide patients with at least 32% more effective pain relief than either Paracetamol or Ibuprofen alone¹.

Dr Hartley Atkinson, the Australasian inventor and developer of MAXIGESIC®, says his company developed the ground-breaking MAXIGESIC® while trying to find a more effective alternative to existing single ingredient and combination painkiller products.

“Paracetamol and Ibuprofen are the two most widely used forms of over-the-counter pain relief around the world, and combination products that traditionally use Paracetamol or Ibuprofen as the basic active ingredient then often add an opioid drug like codeine to amplify the effect. However, codeine is an opiate and an increasing number of countries are restricting the availability of such drugs because of their potential for misuse and abuse,” said Dr Atkinson.

MAXIGESIC® combines these two trusted active ingredients in a world-first specific combination of Paracetamol 500mg and Ibuprofen 150mg to provide fast, effective pain relief without the need for opioids. Together the active ingredients in the unique patented MAXIGESIC® formulation work in different, complementary ways to reduce short-term pain and inflammation and provide significantly more effective pain relief than either Paracetamol or Ibuprofen alone¹.

MAXIGESIC® has been recommended and prescribed by Singaporean Doctors since 2016, and is available for the first time as an over-the-counter medicine in pharmacies. MAXIGESIC® is now available in Watson's and select Independent pharmacies from the 1st of June, then all other pharmacy groups from the 1st of August in packs of 10 and 20 tablets.

AFT Pharmaceuticals has successfully out-licensed the MAXIGESIC® intellectual property to over 125 countries and through these licenses is well-positioned to tap into the US\$4.1billion global over-the-counter global painkiller market. MAXIGESIC® is sold in over 11 countries worldwide including UK and Australia with more to follow later this year.

About AFT Pharmaceuticals

MAXIGESIC® was invented, developed and patented by AFT Pharmaceuticals, a privately-owned Australasian pharmaceutical company with offices in Auckland, Sydney, and Malaysia. AFT Pharmaceuticals is a true success story. Beginning with a humble \$50,000 start-up in Dr Hartley Atkinson's home garage in 1997, AFT is now an originator of ground-breaking medicine with turnover of over NZ\$80 million. AFT Pharmaceuticals brands have been established in Singapore since 2015, and sell medicines and OTC Pharmaceuticals to Pharmacies, Doctors, and Hospitals across Singapore.



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¹ Merry, A. F., Gibbs, R. D., Edwards, J., Ting, G. S., Frampton, C., Davies, E. and Anderson, B. J. (2010). "Combined acetaminophen and ibuprofen for pain relief after oral surgery in adults: a randomized controlled trial" British Journal of Anaesthesia 104(1): 80-88. Result achieved in a trial of post-operative pain relief after removal of 1–4 wisdom teeth using 2 tablets MAXIGESIC compared with paracetamol 1000mg or ibuprofen 300mg alone 4 times a day (Paracetamol 4000mg or Ibuprofen 1200mg per day). Research sponsored by AFT Pharmaceuticals.

Maxigesic® film coated tablets (Paracetamol 500mg and Ibuprofen 150mg) are for the temporary relief of mild to moderate pain associated with headache, dental pain, period pain, migraine, backache, rheumatic pain, muscular pain, sore throat, and pain after vaccination. Maxigesic® also reduces fever. Maxigesic® is especially suitable for pain which requires stronger analgesia than ibuprofen or paracetamol alone.

The usual dosage for Adults and Children over 12 years is 1–2 tablets taken every 6 hours with a full glass of water, as required, up to a maximum of 8 tablets in 24 hours. Patients should not take more than 8 tablets in a 24 hour period. Incorrect use can be harmful. Maxigesic® is not recommended for children under 12 years. Do not use if patients have kidney disease. Do not use if patients have asthma or a stomach ulcer.

Do not combine with any other Paracetamol or Ibuprofen containing medicines.

AFT Pharmaceuticals Ltd, Singapore. Patent No. 128361.