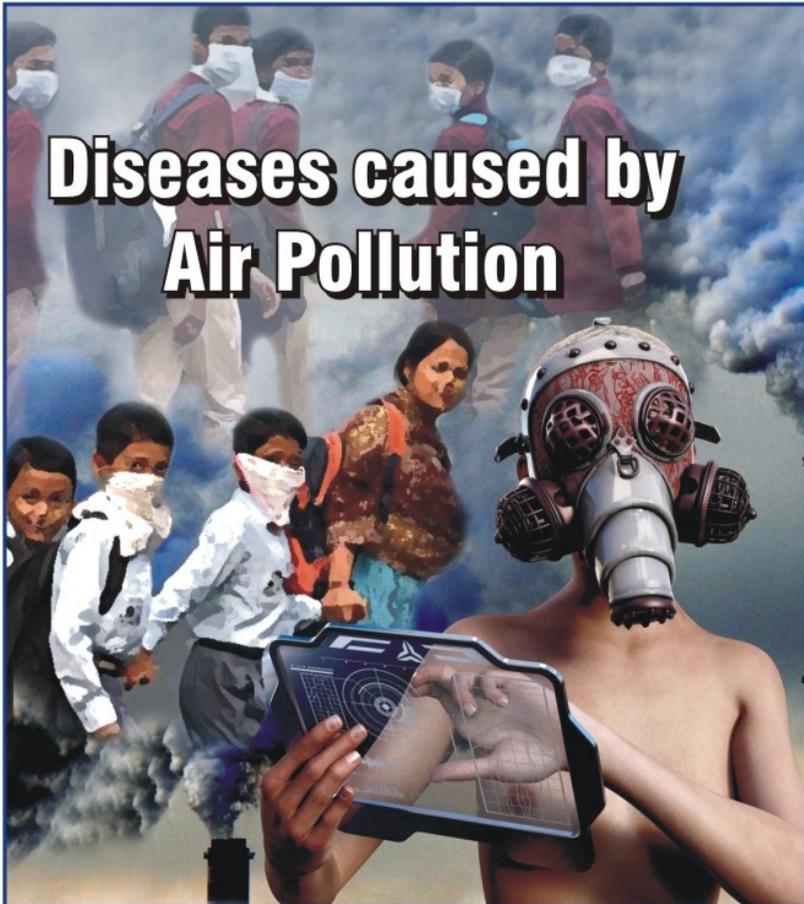


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## Diseases caused by Air Pollution

Air pollution has become a public health concern all over the world. Large scale industrial activities and vehicular emissions are the major causes of environmental air pollution, especially in developing countries like India. However, in recent years, indoor air pollution has emerged as one of the leading reasons for health issues in Indian metro cities.

Seemingly harmless stuff can cause indoor air pollution such as pet hair, cooking smoke, adhesives in household furniture and electronic equipment.

Toxic microparticles spread by air pollution can enter our lungs through the nasal tract and cause various health issues which can be as severe as cancer. Some of the Common Diseases Caused by Air Pollution.

### **Lung Diseases and Respiratory Problems**

Conditions such as asthma and chronic obstructive pulmonary disease (COPD) can be caused or triggered by rising levels of air pollution. In several Indian metro cities, air pollution is the primary trigger for breathing ailments in children and the elderly.

### **Lung Cancer**

While previously lung cancer was associated with those who smoke excessively, new evidence suggests that indoor air pollution can also be carcinogenic. Adhesives and chemicals used in furniture and

computer equipment can release formaldehyde fumes, which are a known cause for cancer. It can be especially harmful to people who live or work in congested spaces, with little or no ventilation.

### **Cardiovascular Problems**

Breathing in polluted air for long periods can increase the risk of heart diseases. Harmful air pollutants such as carbon monoxide, nitrogen dioxide and ozone can get mixed in the bloodstream and cause cardiovascular disorders. Particulate Matter is another pollutant that severely impacts the nervous system and cardiovascular activity.

### **Affects Pregnant Women and New-borns**

Indoor air pollution can also have adverse effects on the health of women during pregnancy. The unborn child can suffer from a weaker immune system and may have a lung disorder upon birth. Newly born children also get affected by air pollution as they breathe in more air than adults during their formative years.

### **Shortened Life Span**

Not necessarily a disease, but air pollution is also having an impact on a person's general health and wellness. Multiple studies point out that the lifespan of a person living in a metro city like Delhi is about three years less than a person living in a cleaner rural or urban environment.

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# Need to accelerate Standard Health for Older People



Populations across the South-East Asia Region are ageing. Whereas in 2010 older people accounted for 8% of the Region's population, by 2017 they accounted for 9.8%. That number will continue to rise, with older people expected to make up 13.7 percent of the population by 2030 or 289 million people and a significant 20.3% by 2050. Though the proportion of older people in the Region is projected to remain below global levels, the speed of the Region's demographic transition is faster.

Action is needed to ensure all older people can access the health services they need, when they need them, without financial hardship. The health issues older people face are diverse. In addition to the increased risk of noncommunicable diseases (NCDs), older people encounter challenges around mental health including dementia and greater incidence of injuries and disabilities due to declining functional ability. As the number of older people grows, the demand for primary care services that can screen, assess and manage clinical and functional comorbidities is increasing. That is likely to continue as urbanization proceeds and family structures change.

As the Region strives to achieve universal health coverage, which is one of eight Flagship Priorities, there is a clear need to accelerate health equity for older people. To do that, the Region's Framework on Healthy Ageing must be fully leveraged, with a focus on several priority interventions.

First, health authorities should strengthen the capacity of primary level services to respond to the health needs of older people in an integrated manner. WHO's Integrated Care for Older People training manual provides comprehensive guidance on how primary health care providers can screen, assess and manage a range of health problems, including diseases, mental health issues and functional impediments. It is imperative the ICOPE is fully harnessed.

Second, when older people encounter complications or limits to their mobility due to falls, NCDs, dementia or nutrition-related problems, access to key services including specialized care is needed. While the focus should be on ensuring older people can stay independent and healthy in their homes, long-term care that is close to where they are from should be accessible and of adequate quality. The provision of palliative care, including end-of-life care, should be enhanced as a matter of priority.

Finally, to promote healthy ageing, advocacy campaigns should be developed and rolled out Region-wide. As people grow older they should be reminded that they can do so in a way that allows them to continue to contribute to society. In addition, increased focus should be given to building age-friendly infrastructure that promotes older people's independence.

On the International Day of Older Persons, we must reflect on the need to accelerate health equity for older people and ensure their right to health is respected, protected and fulfilled and that society continues to benefit from their participation and input. WHO is committed to supporting the Region's Member States achieve both outcomes and advance their quest to achieve universal health coverage and leave no one behind.

# How air pollution is destroying our health

As the world gets hotter and more crowded, our engines continue to pump out dirty emissions, and half the world has no access to clean fuels or technologies (e.g. stoves, lamps), the very air we breathe is growing dangerously polluted: nine out of ten people now breathe polluted air, which kills 7 million people every year.

The health effects of air pollution are serious – one third of deaths from stroke, lung cancer and heart disease are due to air pollution. This is having an equivalent effect to that of smoking tobacco, and much higher than, say, the effects of eating too much salt.

Air pollution is hard to escape, no matter how rich an area you live in. It is all around us. Microscopic pollutants in the air can slip past our body's defences, penetrating deep into our respiratory and circulatory system, damaging our lungs, heart and brain.

Air pollution is closely linked to climate change – the main driver of climate change is fossil fuel combustion which is also a major contributor to air pollution – and efforts to mitigate one can improve the other. This month, the UN Intergovernmental Panel on Climate Change warned that coal-fired electricity must end by 2050 if we are to limit global warming rises to 1.5C. If not, we may see a major climate crisis in just 20 years.

Meeting the goals of the Paris Agreement to combat climate change could save about a million lives a year worldwide by 2050 through reductions in air pollution alone. The economic benefits from tackling air pollution are significant: in the 15 countries that emit the most greenhouse gas emissions, the health impacts of air pollution are estimated to cost more than 4% of their GDP.

“The true cost of climate change is felt in our hospitals and in our lungs. The



health burden of polluting energy sources is now so high, that moving to cleaner and more sustainable choices for energy supply, transport and food systems effectively pays for itself,” says Dr Maria Neira, WHO Director of Public Health, Environmental and Social Determinants of Health.

The lack of visible smog is no indication that the air is healthy. Across the world, both cities and villages are seeing toxic pollutants in the air exceed the average annual values recommended by WHO's air quality guidelines. To help people better understand just how polluted the air is where they live, the WHO, UN Environment and the Climate and Clean Air Coalition's Breathe Life campaign developed an online pollution meter.

This year, WHO and their partners are convening the first Global Conference on Air Pollution and Health in Geneva on 29 October – 1 November to rally the world towards major commitments to fight this problem. The conference will raise awareness of this growing public health challenge and share information and tools on the health risks of air pollution and its interventions.

This conference will showcase some of WHO's work on air pollution, including the findings of its Global Platform on Air Quality and Health. This platform whose diverse membership includes researchers, civil society, UN agencies and other partner institutions reviews the data on air quality and health. For example, the platform is working on

techniques to more accurately attribute air pollution coming from different sources of pollution. It is also working on improving estimates of air quality by combining the data from various air quality monitoring networks, atmospheric modeling and satellite remote sensing.

There are two main types of air pollution ambient air pollution (outdoor pollution) and household (or indoor) air pollution refers to pollution generated by household combustion of fuels (caused by burning fuel such as coal, wood or kerosene) using open fires or basic stoves in poorly ventilated spaces. Both indoor and outdoor air pollution can contribute to each other, as air moves from inside buildings to the outside, and vice versa.

Household air pollution kills 4 million people a year and tends to affect countries in Africa and Asia, where polluting fuels and technologies are used every day particularly at home for cooking, heating and lighting. Women and children, who tend to spend more time indoors, are affected the most.

The main pollutants are: (1) Particulate matter, a mix of solid and liquid droplets arising mainly from fuel combustion and road traffic; (2)

Nitrogen dioxide from road traffic or indoor gas cookers; (3) Sulphur dioxide from burning fossil fuels; and (4) Ozone at ground level, caused by the reaction of sunlight with pollutants from vehicle emissions. The pollutant that affects people the most is particulate matter (often abbreviated to PM and used as a measure for air pollution).

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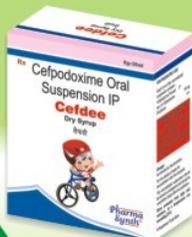


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Bad air quality has led to people complaining of eye problems and allergies, which need to be attended at once. Since you are constantly being exposed to smog, the pollutants find an easy way to settle in-between eye cavities and harm your vision. Some of the most visible symptoms of pollution include the following:

- Water eyes
- Sore eyes
- Redness, swelling, itching sensation
- Experiencing discomfort or a burning sensation.
- Dry eyes and allergy.
- Blurring and hazy vision.

If you experience any of these symptoms, practice care and avoid further exposure. The last thing you want is for the pollutants to impact your vision. There are also some ways you can protect your eyes from the nasty air pollution.

#### **Stay Hydrated**

It is very important to not miss out on the water intake. Make sure to drink lots of water. It washes away the toxins as well as helps support tear formation in the eyes, which is an important function that protects against dry eyes syndrome and gets rid of irritants that may lurk beneath your eyelids.

#### **Blink your eyes more often**

One of the simplest ways you can undo the damage done by pollution is by blinking your eyes properly. When you blink, a special protective tear film is produced which protects your eyes, provides moisture and does not let the pollutants settle in.

#### **Pay attention to your diet**

Just like the foods, you eat can clear out nasal passageways and strengthen your immunity, the same applies to

## **Burning & Itching Eyes, Due to Pollution ?**

your eyesight. Your daily food intake should include ample Vitamin A, Omega-3 fatty acid content, apart from green leafy vegetables and fruits. All of these food groups are good for your eyes.

#### **Lessen the screen time**

Treat this time as a time to consciously step away from the screens. Your eyes are already undergoing heavy damage due to the severe pollution levels. Staying addicted to the screen only further irritates it and may increase the intensity of the problems. You want to provide as much rest and nourishment to your eyes as possible to heal and watching screens goes against it.

#### **Practice good hygiene**

If you can't limit your exposure levels, try and not aggravate the problems. Avoid using heavy eye makeup, contact lenses which can trap the pollutants further inside the eye cavity. Make it a point to practice good hygiene, wash hands and face post coming home. Using good quality eye drops, prescribed by the doctor can also help reverse the damage done to your precious eyes.

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# आपके कानों के लिए है नुकसानदायक तेज आवाज में संगीत सुनना



हेडफोन लगाकर अपनी दुनिया में डूब जाना आजकल का एक नया ट्रेंड बन चुका है। अपने पसंदीदा गानों को तेज आवाज़ में सुनना आपको हानि पहुँचा सकता है। हालांकि, आपको अपने पसंदीदा ब्रांड को सुनना कितना भी अच्छा लगता हो, लेकिन यह आपके कानों के लिए बहुत बुरा है। उच्च ध्वनि की मात्रा के संपर्क में आने से आप बहरे हो सकते हैं।

**कैसे हेडफोन या इयरफोन की तेज आवाज़ कानों को नुकसान पहुँचाती है?**  
अपने कानों में हेडफोन/इयरफोन डालने से ऑडियो संकेत कान के भीतर तक जाते हैं। 85डीबी तक सुनना ठीक होता है, लेकिन उससे अधिक आवाज़ कान को नुकसान पहुँचाती है।

**तेज आवाज़ में सुनने से होने वाले नुकसान के लक्षण**

- धीरे-धीरे कम सुनाई देना या बहरापन
- सुनने में कठिनाई होना जबकि आवाज़ स्पष्ट है
- पहले की तुलना में टी.वी. को ज्यादा आवाज़ में सुनना
- शोर वाले स्थानों में सुनने में कठिनाई होना
- कान में गर्जन या बजना
- तेज आवाज़ को पहचानने में परेशानी होना

**क्या हैं उपचार के विकल्प:**

मेडिकल जांच और सुनवाई परीक्षण क्षति की

मात्रा निर्धारित कर सकते हैं। अगर जोर-शोर के संपर्क से पूरी तरह से सुनना कम या बहरापन हो गया है तो यह अपरिवर्तनीय हो सकता है।

सुनवाई श्रवण साधन का उपयोग करने से आवाज़ को स्पष्ट बना सकते हैं किंतु ये सभी स्थायी समाधान नहीं हैं।

**कानों को सुरक्षित रखने के कुछ सुझाव:**

हमेशा हेडफोन या इयरफोन का इस्तेमाल करते समय आवाज़ की मात्रा कम रखें।

बहरापन या सुनने की हानि रोकने के लिए अपने हेडफोन के माध्यम से सुनते समय, अधिकतम मात्रा से 60 प्रतिशत से अधिक स्तर ना बढ़ाएँ।

यदि आप अपने हेडफोन्स कम माध्यम से सुन रहे हैं, तो 60 प्रतिशत की मात्रा के स्तर पर, दिन में एक घंटे आपके कानों के लिए सहन करना पर्याप्त है।

याद रखें, जितनी तेज आवाज़ उतनी ही कम सुनने की अवधि।

**कानों को ढकने वाले हेडफोन /**

**इयरफोन चुने:**

फिटिंग वाला हेडफोन चुने, जिससे सफलतापूर्वक पृष्ठभूमि ध्वनि कम हो और आपको आवाज़ कम करने में मदद करने वाला और सुनने की अवधि बढ़ाने वाला है।

ब्रेक (अंतराल) लें।

हेडफोन से दिन भर संगीत सुनना गंभीर क्षति का कारण बन सकता है। अपने कानों को स्वस्थ रखने के लिए उन्हें ब्रेक दें।

हेडफोन या इयरफोन से तेज संगीत सुनने वालों के लिए ज्ञान का प्रसार करें, पता नहीं, कब आपकी सलाह किसी के लिए काम कर जाये।

संगीत आपके शरीर और मन को शांत करता है लेकिन उसके लिए आपका अपने कानों को स्वस्थ रखने की जरूरत है। इससे पहले की बहुत देर हो जाए अपने कानों की सुने।

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## Strategies to prevent suicide and promote mental health

Suicide is a public health problem. An estimated 8,00,000 people globally lose their life to suicide every year, equating to around one person every 40 seconds. Suicide is the leading cause of death among young people aged 15-29, with people of all ages vulnerable. Though suicide is a global issue, nearly 79% of suicides occur in low and middle income countries. The South-East Asia Region is the world's most affected region, accounting for 39% of global suicide mortality.

As this year's World Mental Health Day emphasizes, suicide is preventable. Effective and evidence-based interventions can be implemented at population, sub-population and individual levels to prevent suicide and suicide attempts, from locking up pesticides and firearms to encouraging responsible media reporting. The Region's Member States are taking important steps to address the issue. In line with the Regional Strategy on preventing suicide, all countries are working to develop and implement comprehensive, multi-sectoral suicide prevention strategies. Action in four key areas is needed.

First, leadership and governance for suicide prevention should be strengthened. National policies or strategies for suicide prevention should be developed and implemented in line with evidence, best practices and international and regional human rights conventions. To help do that, appropriate budgets should be allocated, and institutional, legal and service arrangements adjusted appropriately.

Second, health authorities should shift the focus of care towards non-specialized health settings for persons at risk of suicide. Comprehensive,



community-based health and social care services ought to be developed and integrated with primary and hospital care, while continuity of care between different providers should be ensured. Greater collaboration is needed between informal health care providers, religious leaders and school teachers among other community members.

Third, strategies that promote mental, social and physical health and prevent suicide should be developed and rolled out across sectors. By engaging communities in programme design, common determinants that promote suicide can be identified and countered, while community-based interventions can be encouraged. It is essential that interventions and programmes do not in any way promote or glamorize suicidal ideation.

Fourth, surveillance for suicide should be established and strengthened and, wherever possible, linked to other sources of data. Sex and age disaggregated data ought to be collected and measured, while the direct and indirect costs of suicide and attempted suicide should be collated. Research capacity and academic collaboration needs to be improved, with a focus on aspects of suicide and suicide prevention that are of direct relevance to communities.

Each of us can do our part. If you

suspect someone is struggling, you can let them know they're not alone. If you know someone who's lost a loved one to suicide, you can talk to them and ask how they're doing. And if you are experiencing suicidal thoughts, you can kick-start a conversation with someone on how you're feeling. We can all make a difference.

On World Mental Health Day, WHO reiterates its assistance to Member

States in scaling up their capacity to address mental health generally, and suicide specifically. We know that suicide is preventable, and that effective, evidence-based measures can be implemented to drive down suicide attempts and reduce suicide mortality. Every 40 seconds we can prevent a tragedy. We can – we must – work together to prevent suicide.

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# Common Cold and Flu

The common cold and the seasonal flu are both caused by viruses. There are more than 200 types of viruses which can cause these troublesome symptoms, but the most common one is rhinovirus. Some of the other virus strains which cause cold and flu include influenza, syncytial virus, RSV and parainfluenza.

Rhinovirus is responsible for around 10 to 40% of common cold cases.

However it rarely ever causes serious complications.

RSV causes roughly around 20 % of the common cold. It is the same strain of virus which may lead to serious health conditions like pneumonia in kids.

On the other hand, the seasonal flu is mostly spread by the influenza viruses (A, B and C) which spread when people cough or sneeze without covering their mouths and send out droplets of virus in the air. You can also catch flu by touching a surface or object that has the virus on it and then touching your own mouth, eyes or nose.

Mucus is the first line of defense when a body is under the attack of a virus. It is naturally produced by the mucous gland in the nose and throat. This slimy liquid acts as a protective layer as it traps dust and other pathogens.

There is no test available which can help in the diagnosis of a common cold. You will need to visit a doctor and he/she will have a look at your symptoms and suggest medicines and a course of treatment for the same.

For the diagnosis of flu, the doctor will conduct a physical examination, including swabbing the back of the nose or throat. It is known as the rapid influenza diagnostics test. It can give quick results within 15 minutes.

The simplest way of preventing any kind of viral infection, including the common cold and flu, is to maintain proper hygiene. It is extremely crucial because when anyone catches a cold and flu, he/she becomes contagious about 24 hours before showing symptoms. Here are some of the best

ways of limiting your exposure to cold and flu viruses.

**Washing your hands:** Make it a habit to wash your hands every time you commute in public transport, someone sneezes or coughs around you and before eating. Since washing your hands is not possible everywhere, it is advisable to carry wipes and sanitizer wherever you go. It should contain at least 60 per cent of alcohol content.

**Avoiding crowded places:** You need to be wary of crowded places during the peak of cold and flu season. Also, try to cover your mouth with a mask or handkerchief, if you know someone who is suffering from cold and flu.

**Get a flu vaccine:** You can also get a flu vaccine to prevent the seasonal flu.

Learn to practice coughing and sneezing into the inside of your elbow and not your hands to prevent the spreading of the virus.

Make it a point to clean common everyday objects regularly. Some of them are door handles, tabletops, smart phones, tap handles, keyboards, counters etc.

Avoid touching your face after sneezing or coughing.

Avoid smoking or even passive smoking as it can cause irritation and worsen the symptoms of a cold.

Instead of using cloth towels, use paper towels to avoid contamination.

## How to treat a common cold?

Since the common cold is caused by a virus, taking antibiotics will not do anything. Here are some of the things that you can do to ease the symptoms:

Drink plenty of fluid to avoid dehydration, Over-the-counter medications like decongestants and antihistamines can relieve, Rest as much as possible, currently, there is no definitive cure of cold but there are a lot of home remedies which can ease the pain. Some of them are:

1. Gargling
2. Sipping on warm liquids
3. Taking steam

# REDPRO For Iron Deficiency Anemia...

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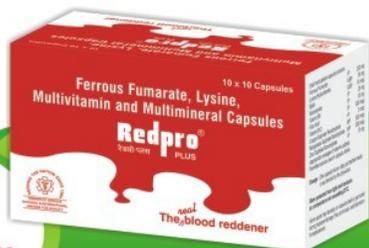
## CAPSULES

Ferrous Fumarate + Lysine + Biotin + Niacinamide + Vitamin B6 + Folic Acid + Vitamin B12 + Copper Sulphate + Manganese Sulphate + Zinc Sulphate Capsule

*Specially developed for Pregnant Women, Anaemic & TB Patients*



**Redpro...  
...provides Redness**



[www.pharmasynth.in](http://www.pharmasynth.in)

## Keeps the G.I. Tract Smiling

Rx

# LACTOBION FORTE CAPSULES

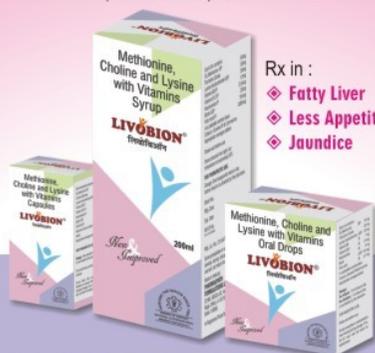
Lactic Acid Bacillus 100 million spores, Vitamin B6 1 mg, Vitamin B12 5 mcg, Biotin 10 mcg, Niacinamide 25 mg, Folic Acid 500 mcg



# LIVOBION®

## CAPSULES / DROP / SYRUP

Methionine, Choline, Lysine, Vitamin B6, Vitamin B12, Niacinamide, Biotin and Folic Acid



Rx in :

- ◆ Fatty Liver
- ◆ Less Appetite
- ◆ Jaundice

*Protects the liver,  
Makes the life worth living*

**GOOD FOR LIVER**

## For Z Category Protection from Stubborn Infections

Rx

# ONOVA-OZ

Ofloxacin 200 mg & Ornidazole 500 mg Tablets

**The most acceptable prescription for Unacceptable Conditions**



- Speedex-Balm
- Speedex-Gel
- Speedex-Inhaler
- Speedex-Spray
- Speedex-AQ Injection
- Speedex-MR Tablets
- Speedex-NS Tablets
- Speedex-P Oral Drop
- Speedex-Spas Tablets
- Speedex-TH+ Tablets



**Widest Range of Pain Remedies  
for Variety of Pain**

**बोले तो... दर्द की छुट्टी**

## SULABH ENEMA



Glycerine 15%, Sodium Chloride 15% in Aqueous Base

**Effective in constipation & bowel cleaning or evacuation of rectum for preparation of Surgery, Delivery etc. Produces bowel movement within 2-5 minutes.**

**Because Convenience is Important...**



[www.pharmasynth.in](http://www.pharmasynth.in)

**PRESENTING**

Rx

## PharmaCyp\*

(Cyproheptadine 2 mg + Tricholine Citrate 275 mg / 5 ml SYRUP)

**Improves Health & Stimulates Appetite**

**भूख बढ़ाए,  
Naturally!**

PharmaSynth®



## MANGOGYL-OM®

Ofloxacin + Metronidazole + Simethicone Susp.

**Double Protection  
to beat the infection**

**Anti  
Diarrhoeal  
Combination**

*With Tingling  
Taste of  
Mango*



# Constipation troubling you? Try this salt water cleanse!

## Constipation troubling you?

Constipation is a chronic problem and it is estimated that 20% of people worldwide suffer through this. Accompanied by an aching, bloated stomach and an uneasy feeling, it can also happen when you eat something that doesn't suit your body or you eat something too quick. When the pressure builds up in the stomach, you can also suffer from trapped wind in different parts of your digestive system, causing a range of symptoms including burping and flatulence. An upset stomach can even swell up. So, naturally, when you are feeling uneasy and "full", having another meal would be the last thing on your mind. However, instead of clutching the pillbox, what we instead suggest you do is drink something very simple.

## Do a salt water flush to clean your system!

Do you think salt water remedies are just limited to the days you suffer from a bad throat infection? Is it only useful to gargle and swish away the germs from your mouth? Think again. Having a big glass of saltwater when you are feeling constipated might be the much-needed cure to cleanse your digestive system and relieve symptoms of constipation. We tell you how.

## Here's why

The active ingredients in the drink-salt and water are two of the most powerful and helpful ingredients you can find in the kitchen and carry so many benefits. In a chronic condition like this, salt water may hold the key to cleaning out your digestive system and carry a reaction, which can clean out of bowels, solving the problem from the root.

An intense salt water gargle like this



works by starting a biochemical process in your body. Salt helps by detoxifying the body naturally and supplying good electrolytes in the system, which facilitate digestion and help eliminate waste. On the other hand, water in itself works by hydrating the body and pushing away the toxins. According to doctors, simply increasing your water intake or taking in more soothing drinks can also lessen down the symptoms of a bloated stomach.

## Preparation

The salt water flush is most effective if you perform it first thing in the morning on an empty stomach. If you do it later in the day, just make sure you haven't eaten anything in the past one to two hours. Here is an easy preparation which can help.

In a big jar or bottle, add in about 1 litre of filtered water (it shouldn't be boiling, but heated up suitably). To this, start by adding 2-3 tablespoons of salt. Mix it vigorously and swirl it around, making sure that all granules get dissolved.

## How to do a salt water flush

Once ready, take big sips of this solution and try to drink this mixture quickly. Ideally, aim at finishing this in the 10-minute window post making the drink so that it doesn't lose out on its taste.

Following this, you can also choose to massage your belly and abdomen in a gentle motion, which would further facilitate the relaxation inside the digestive and ease out the flow. This remedy can start working out in under 30 minutes and empty out the toxins and the waste from your body. You will feel cleansed in no time.

**Smoking, Drinking & Vitamin  
Deficiency causes Oxidative Stress...**

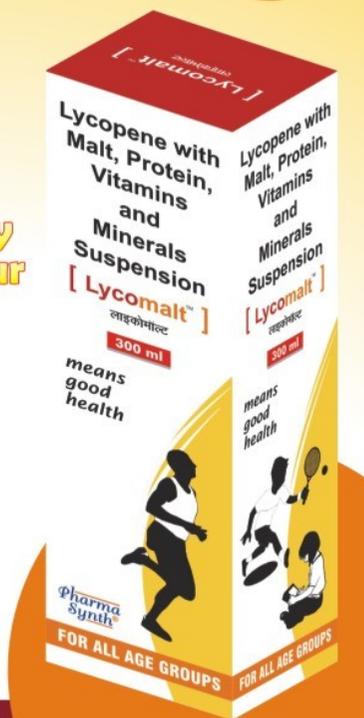
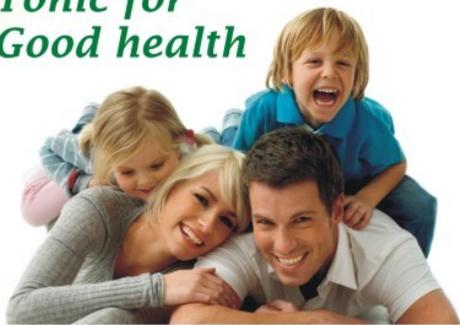
# LYCOMALT

**Lycopene with Malt, Protein, Vitamins  
and Minerals Suspension**

- ☀ Cardiovascular Disease
- ☀ Hypertension
- ☀ Convalescence
- ☀ Chronic stress



**A Hi-Tech  
Tonic for  
Good health**



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