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Menarini to market Moberg nails in China

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Singapore: Menarini Asia Pacific has been granted exclusive rights to market and sell Moberg Pharma's Kerasal Nail in China. The companies now intend to seek marketing authorization for the product in the Chinese market.

Kerasal Nail (Nalox or Emtrix in certain markets) is a non-prescription product for the treatment of discoloured and deformed nails resulting from fungal infection or psoriasis, with a unique mechanism of action that generates visible improvements within two-to-three weeks of treatment.

"We are excited by the opportunity to enter the huge and rapidly expanding Chinese market. There are challenges related to China's sheer size, business complexity, regulatory environment and infrastructure. With its profound understanding of local market conditions, Menarini Asia Pacific is an ideal partner in this region. The extended agreement enables us to build on our successful commercial track record together with Menarini," said Mr Peter Wolpert,Ã?Â CEO, Moberg Pharma AB.

"We look forward to introducing Kerasal Nail to Chinese consumers. The productÃ?Â has potential to contribute strongly to our expansion within the Consumer HealthÃ?Â market, being a compelling non-prescription product offering rapid visualÃ?Â improvement and an effective solution for patients with nail fungus problems",Ã?Â said Mr John A Graham, CEO, Menarini Asia Pacific.