

Nuance Pharma partners with DKSH to launch Bentrion Nasal Spray in Hong Kong & Macau

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Bentrion is an OTC drug-free nasal spray designed for protection against airborne disease-causing agents

Nuance Pharma has announced partnership with DKSH Hong Kong (DKSH HK) Business Unit Healthcare to launch Bentrion nasal spray in Hong Kong and Macau, marking the very first milestone of Nuance Pharma's commercial expansion in the APAC market.

Under the cooperation agreement, DKSH HK will provide full-agency services including key account management, marketing promotion, supply chain, and distribution for Bentrion Nasal Spray sales operation in Hong Kong and Macau.

Bentrion is an OTC drug-free nasal spray designed for protection against airborne disease-causing agents (including allergens and viruses). It is being marketed in several countries throughout Europe and Asia to help protect against allergic rhinitis. It has received 510(k) clearance from the US Food and Drug Administration (FDA) for the treatment of allergic rhinitis (hay fever).

The product, which is intended to help protect against airborne allergens and viruses, is considered a Class I medical device in the UK. Bentrío nasal spray is also marketed in Europe, including Germany, for helping to prevent onset and alleviate allergic symptoms caused by airborne allergens such as pollen, house dust mites or animal dander. In other markets such as Singapore, Bentrío is marketed for protecting against airborne viruses and allergens.