

Nuance Pharma expands distribution of nasal spray Bentrío in East and South East Asia

26 September 2024 | News

Bentrío is a drug-free nasal spray for personal protection against airborne allergens



China-based Nuance Pharma has agreed with Altamira Medica, an associate company of Altamira Therapeutics in the US, to extend the territory covered by the exclusive license and distribution agreement for Bentrío nasal spray by several countries across South East and East Asia.

Under the amended agreement, Nuance's territory will expand from China (Mainland, Hong Kong, Macau) and South Korea to also include Singapore, Malaysia, Thailand, Philippines, Indonesia, Vietnam and Taiwan, with a combined population of greater than 630 million people. Nuance has been marketing Bentrío in Hong Kong since late 2022 and recently submitted the request for marketing approval for Mainland China.

Bentrío is a drug-free nasal spray for personal protection against airborne allergens and, where approved, against airborne viruses. Upon application into the nose, Bentrío forms a protective gel layer on the nasal mucosa. This thin film is designed to prevent the contact of airborne particles with cells; in addition, the composition serves to bind such particles and help with their discharge.

Mark Lotter, Founder and CEO of Nuance Pharma said, "Bentrío offers some unique features such as immediate onset and long duration of protection against airborne particles, strong efficacy and good tolerability thanks to its drug-free and preservative-free formulation. They resonate well with medical professionals and consumers, and we look forward to rolling out the product in additional countries and marketing it through our large sales force and growing network of partners."