

Immuron to distribute Travelan in China

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Singapore: Immuron has inked a pact with a Chinese distributor, Linker Holdings, to sell its Travelan OTC preventive treatment for traveler's diarrhea in China, HongKong and Macau.

The deal provides Linker with exclusive rights to market, sell and distribute Travelan in the region as a functional food and dietary supplement. Linker Holdings have secured an approval for distribution from the Chinese Food and drug Administration.

Travelan is developed from cow's first milk colostrum. The cows are immunized a proprietary vaccine against enterotoxigenic escherichia coli (ETEC).

Dr Roger Aston, Immuron chairman, said that Travelan is available both in Australia and Canada, but the China has a huge demand for the drug. "China is a large and increasingly wealthy market, in which gut and liver health are important concerns," he said. "Additionally, the South East Asian cultures' predisposition to, and appreciation of, the benefits of colostrum strongly positions Travelan in this market."