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SK Chemicals inks agreement with Viatris to expand pain management portfolio in Korea

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Distribution and promotion of Viatris' Ã¢â?¬Ë?original' pharmaceuticals: Celebrex, Lyrica, and Neurontin



SK Chemicals, which developed Korea's first herbal medicine product for osteoarthritis, Joins, has expanded its pain management portfolio. The company has signed a distribution and promotional service agreement with Viatris Korea for Celebrex, Lyrica, and Neurontin.

Under the Agreement, SK Chemicals will manage distribution to all hospitals and to Viatris' full customer base for these three pharmaceuticals. The company will also support marketing in hospitals and clinics with fewer than 300 hospital beds, while Viatris will manage marketing in hospitals with 300 or more beds.

Celebrex, an anti-inflammatory analgesic drug, Lyrica, a treatment for peripheral and central neuropathic pain, and Neurontin, a neuropathic pain treatment, already have been validated for efficacy and safety through various clinical studies.

As distribution and promotion of Viatris products begin in earnest will enhance the company's positioning in the pain management sector through synergies with existing products like Joins and Ultracet.

SK Chemicals' representative pain treatment drug, Joins, and the non-narcotic anti-inflammatory analgesic Ultracet, which is exclusively sold by SK Chemicals, are actively being used in combination with the three Viatris products, and the company anticipates that there will be a synergistic effect between the products.