

In Severe Allergic Rhinitis

Bilasure™ 40 M
Bilastine 40 mg + Montelukast 10 mg

The ^{26/12} Anti Allergic with M advantage

Statistically significant reduction of TSS*

Week	Reduction (%)	P-value
Week 1	46%	P < .0065
Week 2	72%	P < 0.0001
Week 4	86%	P < 0.0001

BILASTINE
Well tolerated
up to 80 mg OD¹

MONTELUKAST
Significant efficacy
in daytime & nighttime symptoms control²

Dosage
1 Tablet Once Daily
1hr before or 2 hrs after food

Ref. * Data on file: Phase III clinical trial of Bilastine 40 mg + Montelukast 10 mg Tablets (n=99) in comparison with Bilastine 20 mg + Montelukast 10 mg Tablets (n=98) for PP Population conducted in ten study centers in India in patients with Severe Allergic Rhinitis.
1. Church MK, et al. Curr Med Res Opin. 2020 Mar;36(3):445-454. | 2. Kim CK, et al. Allergy Asthma Immunol Res. 2024 Nov;16(6):652-667. | TSS: Total Symptom Score | CDSCO: Central Drugs Standard Control Organization | ¹ Wang XY, et al. Ther Clin Risk Manag. 2016 Apr 13;12:585-97.

BE Sure, with efficacy, safety & compliance

Dear doctor, be sure with the 10/10 ARIA compliant antihistamine for the management of *Severe Allergic Rhinitis*, **Bilasure 40 M**, which contains Bilastine 40mg & Montelukast 10 mg, the 26/12 anti allergic with M advantage & is approved by CDSCO.

Doctor, Bilasure 40 M provides statically significant reduction of Total Symptom Score.

- Week 1 : 46% reduction
- Week 2 : 72% reduction
- Week 4 : 86% reduction

Bilastine is well tolerated up to 80mg daily & **Montelukast** provides significant efficacy in daytime & nighttime symptoms control

The dosage of Bilasure 40 M is one tablet daily, one hour before or 2 hours after food.

In Allergic Rhinitis

Bilasure M
Bilastine 20 mg + Montelukast 10 mg

The **26/12** Anti Allergic with **M** advantage

NO. 1 BILASTINE

1st LINE IN AR
BILASTINE
2nd generation
ARIA recommended^{1,2}

DUAL ACTION
Acts on early & late-phase
allergic reactions in AR
& concomitant ASTHMA³

In reducing TSS
Effective & Comparable
with Levocetirizine
& montelukast⁴

Also available In Allergic Rhinitis
Bilasure M ODT
Bilastine 20 mg + Montelukast 10 mg

Dosage
1 Tablet Once Daily
1hr before or 2 hrs after food

Ref: 1. Church MK, et al. Curr Med Res Opin. 2020 Mar;36(3):445-454. | 2. Brozek JL, et al. Allergic Rhinitis and Its Impact on Asthma (ARIA) guidelines: 2010 revision. J Allergy Clin Immunol. 2010 Sep;126(3):456-76. | 3. Narasimhan, B, et al. Expert Panel Consensus Recommendations for Allergic Rhinitis in Patients with Asthma in India. Palm Ther (2024). | 4. SINHA S, D, ET AL. Journal of Asthma, Cough, 10.1080/2279903.2023.2299175. 99 patients in Bilastine 20 mg and Montelukast 10 mg group and 96 patients in Levocetirizine 5 mg and Montelukast 10 mg group. | AR: Allergic Rhinitis | ARIA: Allergic rhinitis and its impact on Asthma; TSS: Total Symptom Score; #P20A DEC'24 | ^ Wang XY, et al. Ther Clin Risk Manag. 2016 Apr;13:2585-97.

BE Sure, with efficacy, safety & compliance

Dear doctor, be sure with the 10/10 ARIA compliant antihistamine to manage *Allergic Rhinitis*, **Bilasure M**, which contains Bilastine 20mg & Montelukast 10mg, the 26/12 anti allergic with M advantage; the no.1 Bilastine.

Doctor,

- Bilastine has First line recommendation in Allergic rhinitis in ARIA
- Bilasure M has DUAL ACTION, which acts on the
-> Early & late phase of allergic reaction in Allergic rhinitis & concomitant Asthma
- Bilasure M in reducing Total Symptom Score is effective & comparable to Levocetirizine & montelukast

Doctor, Bilasure M ODT is also available.

The dosage of Bilasure M is one tablet daily, one hour before or 2 hours after food.

In Allergic Rhinitis, Allergic Rhinoconjunctivitis & urticaria

Bilasure™ 20
Bilastine 20 mg

The 26th Anti Allergic

BE SURE 10/10 ARIA COMPLIANT ANTIHISTAMINE

NO. 1 BILASTINE

Efficacy in reducing TNSS

- Comparable with Levocetirizine¹
- Superior than Fexofenadine^{2,3}

Favorable safety profile

- No QTc prolongation in human⁴
- No Dosage adjustment in⁵
 - > Hepatic > Renal > Elderly patients

Ref. 1. Yasuda et al. J of Clin & Diagn Res. 2017 Aug; 9(8):1078-1081. FCFD study done in 51 patients in Bilastine & 49 in Levocetirizine. 2. Kumar A, Bhandari, 2022 Jun 30;18(6):596-599. study done in 51 patients each in Bilastine & Fexofenadine. 3. Singhal A, et al Indian J Otolaryngol Head Neck Surg. 2014 Oct; 57(10):1470-1475. 4000. study done in 114 patients divided in two groups. 4. Goff C, et al Clin Drug Invest. 2012; 32(12):139-151. 5. Chouk NR, et al Curr Med Res Opin. 2020 Mar; 36(3):461-464. 7. 7800. Year-round symptoms score. #0006.002.01. 8. Wang X, et al Ther Clin Exp Allergy. 2016 Apr; 13(3):166-167.

In Chronic spontaneous urticaria

Bilasure™ 40
Bilastine 40 mg Tablets

The 26th Anti Allergic

Grade A recommendation for up-dosing¹

Dosage

1 Tablet Once Daily
1hr before or 2 hrs after food

Ref. 1. POODER I et al. J Clin Aesthet Dermatol. 2023;16(3):144-50. in non-responsive patients with CSU. 1. Grade A - Recommendation based on consistent Level 1 evidence.

BE Sure, with efficacy, safety & compliance

Dear doctor, be sure with the 10/10 ARIA compliant antihistamine for the management of Allergic Rhinitis, Allergic Rhinoconjunctivitis & Urticaria **Bilasure 20**, which contains Bilastine 20mg, the 26/12 anti allergic; the no 1 Bilastine.

Doctor, efficacy of Bilasure 20 in reducing Total Nasal Symptom Score is

- Comparable with Levocetirizine
- Superior than Fexofenadine

Bilasure 20 has a favorable safety profile as it has

- No QTc prolongation in humans
- No dosage adjustment in hepatic, renal & elderly patients

For up dosing in Chronic Spontaneous urticaria recommend **Bilasure 40**, which contains Bilastine 40 mg & has got Grade A recommendation for up dosing.

The dosage of Bilasure 20 & 40 is one tablet daily, one hour before or 2 hours after food.