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Hydroxyzinhydrochlorid EQL Pharma launched in Denmark

Hydroxyzinhydrochlorid EQL Pharma has today been launched for sale on the Danish market, ahead of our previous target.

Hydroxyzinhydrochlorid EQL Pharma (in Sweden sold under the brand name Hydroxyzine EQL Pharma) belongs to a group of medicines called sedating antihistamines. It has several areas of use which include treatment of anxiety and treatment of certain types of allergic reactions.

The total yearly turnover for the original product in the markets that EQL are looking to enter is approximately SEK 34 million. Currently there is no other competitor than the original product on the market. The original product is called Atarax (UCB).

“It is satisfying to have launched our hydroxyzine product today in yet another market, this time the Danish one, and it is extra positive that it has been done earlier than was previously expected. The product is important in order for EQL to achieve the financial goals for 2015, where we aim at a turnover of more than SEK 30m and an EBITDA of more than SEK 7m”, says Christer Fåhraeus, CEO at EQL Pharma.

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EQL Pharma AB in short

EQL Pharma is a Swedish pharmaceutical company specialised in development and sales of generics, i.e. pharmaceuticals that are medically equivalent to original pharmaceuticals. The company is currently focused on prescription medicines in the Nordic countries where the competitive pressure is low or absent, i.e. niche generics. The products are manufactured both in Europe, India and China, but always meeting the European standard and quality.