

# Introducing Nephrx Calcitriol

THE SMART CHOICE FOR GENERIC CALCITRIOL INJECTION



**"Choosing Nephrx Calcitriol is the easiest decision I've made all day."**

It's the smart choice when it comes to managing renal osteodystrophy. It's AP rated to Calcijex and a true Vitamin D supplement not a synthetic analog. Go ahead, choose Nephrx Calcitriol. It's the easiest decision you'll make all day.



**NEPHRX**  
The Smart Choice

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Calcijex is a product of Abbott Laboratories.



## PRODUCTS

### GENERIC CALCITRIOL INJECTION



#### Overview

A generic Calcitriol injection, an active form of vitamin D3 that occurs naturally in humans, will be marketed by Nephrx. The product received FDA market clearance in September, 2003.

Calcitriol is administered to dialysis patients for the management of calcium deficiency (hypocalcemia) with chronic kidney failure. It treats elevated hormone levels and normalizes bone formation, reducing renal osteodystrophy damage. In the US today there are approximately 275,000 dialysis patients of which an estimated 90% are on an intravenous Vitamin D regimen. Annual growth of the dialysis population is currently about 15% a year. The leading brand, Calcijex, marketed by Abbott Laboratories, lost its patent protection.



Calcitriol is an important therapeutic tool for many dialysis patients. It has broad application and also has potential for use in both earlier and more aggressive intervention. Injectable calcitriol is administered directly in the catheter after dialysis, which assures patient compliance. As compared to capsules, the injectable form appears to produce higher plasma levels of calcitriol, which results in more pronounced suppression of PTH (parathyroid hormone).

"Managed care organizations, dialysis centers, and patients have significant incentive to press for generic drugs," said Nephrx managing partner Janet Dees. "Generics are the best way to reduce costs and ensure that affordable treatment options continue to be available. Calcitriol offers all the benefits of the branded product at a much lower cost."