



Pharmaceutical (Drug Delivery Systems)



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Better formulations.
Better bio-availability.
Better stability.

The oral drug delivery market is the largest segment of the drug delivery market, and there's no sign that it is slowing down. With pharmaceutical companies increasingly turning to drug delivery to extend the revenue-earning lifetime of their biggest products, find a convenient form and market acceptance of new biopharmaceuticals, and tap into the growing elderly population that requires products with a level of ease-of-use and cost benefit, it's no surprise that the oral delivery drug market is a **\$56.7 billion industry** and expected to grow as much as ten percent (10%) per year.

The new solubilisation technology covers not only the major technologies in oral delivery (controlled-release, delayed release, pulsatile-release, taste-masked and micro emulsion formulations) and the products that use these delivery technologies. Considering the new application in the Insulin Market Sector, the figure could double by 2012 respectively!





Definition why the new Solubilisation Technology is essential

Medicines which are administered orally (i.e. absorption by the mouth, stomach and intestine) have a market share of over 80% at the total market of all pharmaceuticals. That is by far the most popular administration, hence with the public and the manufacturers respectively. Why? • It is the cheapest and most stable drug form • packaging form and transportation and space-saving • Most comfortable usage (fast and without expenditure).

Transdermal applications are only the second choice since they are only used to supplement. The fact that transdermal systems are more popular with the public than injections is obvious; who wants to be stung by a needle. With physicians the injection is clearly more popular, because the active substance reacts immediately and complete in the blood stream and the patient is normally much more obedient, what the physician administers (once the physician who has the syringe in his hand, the patient objects rarely). The transdermal method is not outdated, but it is, and was, only 2nd choice. In addition, that plays a significant role on Solubilisation is; the Solubilisation of any lipophilic active substances is central with all application forms.

All common medications, which already on the market would be able show a significant improvement with our new solubilisation technology. Example, it would be possible to draw a much higher effectiveness/potency of the drug without having the present side effects which are associated with regular dosages. Whether orally, transdermal or as injection, Solubilisation of the lipophilic active substances is always required, if the result of a high absorption and problem free application is required. Enhanced Bioavailability • Alternative Delivery Routes • Reformulation of Drugs etc.



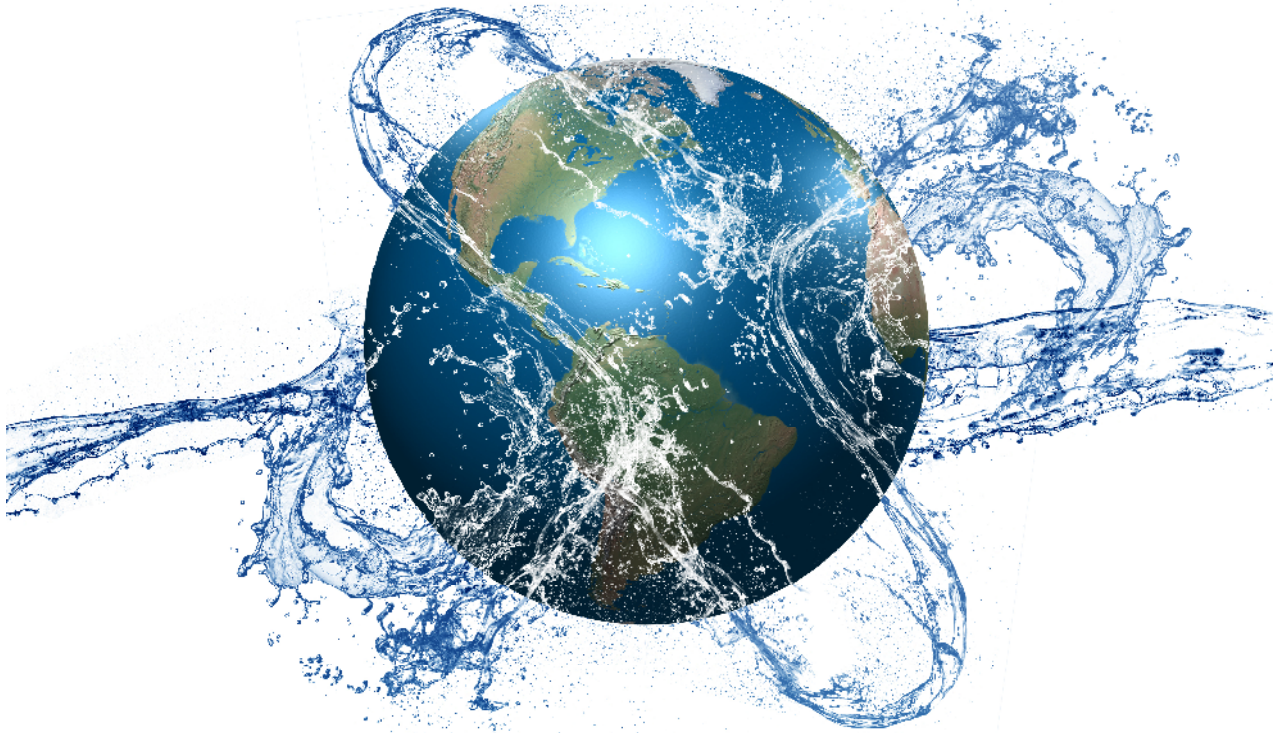
The main objectives of our Solubilisation Technology.

- Superior optimization of biological activity
- Significantly improve handling and application
- Maximize long-term stability
- Modification of persistence on target
- Safety in manufacture and use
- Tremendous cost reduction for user
- **Radical reduction of dose of active ingredient applied by up to 90%**
- Dramatic reduction of waste and effluent of all kinds (environment)
- Extend patent life of active ingredient
- Provide a competitive and leading edge for products

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Revolutionize The World With Solubilisation!

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