

Venus launches stress-relieving candy

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Chandigarh

PHARMA major Venus Remedies on Monday announced launch of its stress reliever over-the-counter (OTC) product Ezenus in domestic market, aiming to capture 5 per cent of \$100 million market in the stress segment within the next three years.

“With launch of Ezenus, a stress relieving candy, Venus is entering into the OTC segment for the first time...We are hopeful that this research product will ac-

Firm looks to grab 5% of the direct market in stress segment in India

quire 5 per cent of the \$100 million direct market of stress segment in India, other than lifestyle disorders, within three years of its

launch,” company’s chairman and managing director Pawan Chaudhary said in a release issued here.

Panchkula (Haryana)-based company claimed that Ezenus is a patent protected herbal, anti-stress formulation based on German Technology and it is a strong detoxifier candy, free from side effects, with strong antioxidant, hepatoprotective, and immune boosting activity which reduce stress without altering the physiological functions of the body.

“Ezenus reduced more

than 60 per cent stress within 30 days without change in lifestyle and significantly improves the quality of life in terms of physical, social, emotional and functional well-being. This product is suitable for all ages...,” said the company’s Joint MD Manu Chaudhary.

Venus Remedies plans to use its existing network of 50,000 pharmacists to distribute the product on pan-India basis. This product would also be available for online purchase on its website, the company release said.