

4 August 2009

**Dear Doctor**

Anmaraté Pharmaceuticals is proud to announce the availability of New Flavour Colo-Prep. Intensive research into the taste correction of a predominantly saline formulation has led to the new, much more pleasant tasting Colo-Prep.

This will result in:

- **better patient compliance,**
- **leading to more successful endoscopic procedures in practice and**
- **thereby facilitating early disease detection.**

The new package insert, in easy to read booklet form, provides comprehensive, user friendly patient information and instructions for use. The new documentation is presented in five major South African languages – Afrikaans, English, Sotho, Xhosa & Zulu.

Recent clinical studies have shown, once again, that when taken with adequate hydration, split-dose oral sodium phosphate bowel cleansing is superior to other regimens, and just as well tolerated by patients.<sup>1,2,3</sup>

Recent study conclusions:

**1. Higher Patient Acceptance**

"In a selected group of otherwise healthy children and adolescents over 10.5 yr and above 34 kg, 1-day oral NaP solution was more acceptable than 3-day magnesium citrate with an enema, and both regimens were found to be safe and efficacious."

**American Journal of Gastroenterology.** 2008 - 103 (6)

**2. Superior Bowel Cleansing**

"Oral sodium phosphate-based purgatives [compared to PEG] were associated with significantly better bowel prep quality among outpatients."

**Family Medicine Journal.** 2009 - 41 (1)

**3. Well Tolerated**

"Based on our preliminary study, in the preparation of patients with chronic constipation for colonoscopy, sodium phosphate is just as well tolerated and safe as a standard PEG preparation and might provide a better quality of bowel preparation."

**Scandinavian Journal of Gastroenterology.** 2009 - 44 (3)

We trust that you will consider using the new, improved Colo-Prep, and that your patients will benefit, not only from the pleasant new taste, but from the superior bowel cleansing action of the convenient low volume formulation.

With kind regards.

Yours sincerely

**Deon Jurgens**

General Manager & Responsible Pharmacist