



# Remedica

FOR A HEALTHIER WORLD



## newsletter 6

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## Welcome note



Dear Readers,

Welcome to the sixth issue of Remedica's Newsletter in which we continue our efforts to keep our readers updated on recent developments. In this summer edition which coincides with the return from our annual holidays, we have: short biographies of our representative in Jordan and our Financial Director, some eco-friendly tips on saving water, the second part of our exploration of Greek words, some advice on allergies, our social contribution and much more.

Charalambos Pattihiis  
Group Managing Director



## Remedica worldwide: Jordan



"Caring about people's health is a vocation as well as a business. We pride ourselves on being a company that dedicates itself to health care in addition to profits and growth. We believe this is the key to our success both presently and in the future." These are the words of Mohammed Al-Salim, Managing Director of the Al-Salim Drug Store, Remedica's representative in Jordan.

The cooperation between the two companies goes back to 1992 and the strong relations, sincerity, hard work and unstinted efforts from both sides that were created from the very beginning, resulted in Remedica Ltd obtaining official registration with the Jordan Ministry of Health. Since then, this cooperation has continued to grow, developing into a mutually beneficial relationship, with Remedica acquiring an important share in the generic and branded generic market in Jordan, a market which is considered one of the most highly regulated, competitive, and hard to penetrate in the Near East. Despite these challenges, Remedica has managed to secure a good share in both the private and the public sectors. Mr Mohammed Al-Salim attributes this to "the vision of Remedica's management, our hard work and

the well maintained connections with various bodies related to our business". In these last 17 years of exclusive partnership with Remedica, Al-Salim Drug Store has managed to remain one of the most efficient corporations in the local market, driven by the ambition to be successful both as businessmen and healthcare professionals. The quality of service they provide is reflected in their success over these 17 years of business in Jordan and the Middle East, where they have established excellent working relationships with various government agencies. Despite the global economic downturn, the management of Al-Salim Drug Store remains confident about the future, knowing that in Remedica, they have a strong and efficient Principal and together will continue to do well in the region.



**Remedica**  
FOR A HEALTHIER WORLD

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## Remedica people

In this edition we wish to present our Financial Director, Mr. George Gavriel. After graduating in Economics from the London School of Economics in 1994, he returned to Cyprus and began his career at the international auditing house Ernst & Young – Cyprus branch. At the same time he continued his studies and in 1997 he successfully passed the examinations of the Institute of Chartered Accountants of England and Wales, of which he is still a member. In 2003 he joined Remedica as the Financial Manager taking over a large part of the company's activities. At a time when Cyprus became a full member of the European Union, new regulations and

procedures were implemented in the pharmaceutical sector whilst financial imbalances on a world-wide level began to appear, yet Mr. Gavriel acted to minimise the effects on Remedica so that the company's growth could continue unabated. In 2006 he was appointed to the Board of Directors of the Remedica Group where he participates in crafting company strategy. Over the years, he has attended seminars in Cyprus and abroad in relation to management, internal audits and control, specialised seminars in financial matters and others. Mr. Gavriel is a member of the Institute of Certified Public Accountants of Cyprus (ICPAC).



## Greek words in common use (or it's all Greek to me!) PART II

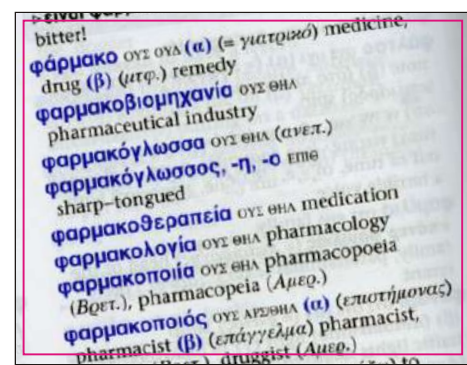
In this edition we present some more Greek words commonly used and hope that you will be able to recognise most of them.



hymn (ύμνος), hypnosis (ύπνωση), hypochondriac (υποχονδριακός), hypocrisy (υποκρισία), hypotenuse (υποτείνουσα), hypothesis (υπόθεση), hysterectomy (υστερεκτομή), hysteria (υστερία), icon (εικόνα), idea (ιδέα), ideology (ιδεολογία), idiosyncrasy (ιδιοσυγκρασία), idyllic (ειδυλλιακό), irony (ειρωνεία), isosceles (ισοσκελής) kilo (κιλό), kinetic (κινητικό), labyrinth (λαβύρινθος), larynx (λάρυγγας), lexicon (λεξικό), logarithm (λογάριθμος), logic (λογική), lymphatic (λυμφατικό), machine (μηχανή), macroeconomics (μακροοικονομικά), magical (μαγικό), magnet (μαγνήτης), mania (μανία), martyr (μάρτυρας), mastectomy (μαστεκτομή), mathematics (μαθηματικά), mechanic (μηχανικός), melody (μελωδία), menopause (εμμηνόπαυση), museum (μουσείο), metabolism (μεταβολισμός), metal (μέταλλο), metamorphosis (μεταμόρφωση),

metaphor (μεταφορά), meteorology (μετεωρολογία), method (μέθοδος), metre (μέτρο), microphone (μικρόφωνο), migraine (ημικρανία), monopoly (μονοπώλιο), mosaic (μωσαϊκό), music (μουσική), myopia (μυωπία), mystery (μυστήριο), myth (μύθος), narcotic (ναρκωτικό), Neolithic (νεολιθικό), nerve (νεύρο), oasis (όαση), obelisk (οβελίσκος), ocean (ωκεανός), octopus (οκταπόδι), odyssey (οδύσσεια), Olympic (ολυμπιακό), ophthalmic (οφθαλμικό), organisation (οργανισμός), orphan (ορφανό), orthodox (ορθόδοξο), orthopaedic (ορθοπεδικό), panorama (πανόραμα), paradox (παραδοξότητα), paragraph (παράγραφος), paralysis (παράλυση), pathetic (παθητικό), patriot (πατριώτης), perimeter (περίμετρος), period (περίοδος), petrochemicals (πετροχημικά), pharmacy (φαρμακείο), phase (φάση), phenomenal (φαινομενικό), philharmonic (φιλαρμονική), philosopher (φιλόσοφος), phobia (φοβία), photogenic (φωτογενές), photography (φωτογραφία), phrase (φράση), physics (φυσική), pirate (πειρατής), plane (πλάνο), planet (πλανήτης), plasma (πλάσμα), plastic (πλαστικό), platonic (πλατωνικό), pneumonia (πνευμονία), polytechnic (πολυτεχνείο), protocol (πρωτόκολλο), prototype (πρωτότυπο), psalm (ψαλμός), psychologist (ψυχολόγος), psychopath (ψυχοπαθής), radio (ράδιο), rhetoric (ρητορική), rheumatic (ρευματικό), sarcastic (σαρκαστικό), sarcophagus (σαρκοφάγος), satire (σάτιρα), scenario (σενάριο), scene (σκηνή), sceptre (σκήπτρο), scheme

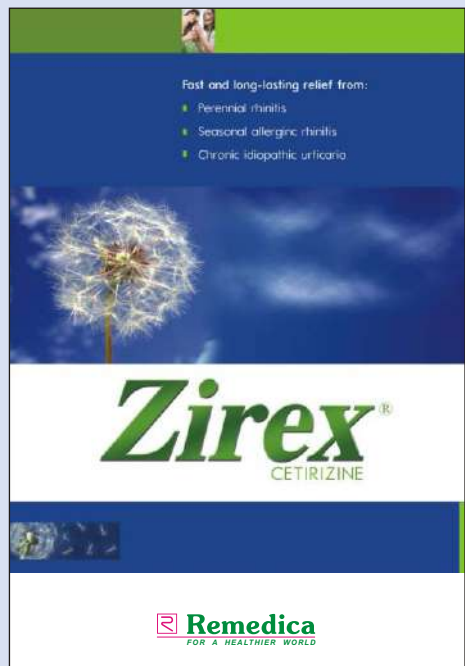
(σχήμα), schizophrenia (σχιζοφρένεια), skeleton (σκελετός), skeptic (σκεπτικιστής), sphere (σφαίρα), stadium (στάδιο), stereotype (στερεότυπο), stethoscope (στηθοσκόπιο), stigma (στίγμα), stomach (στομάχι), strategy (στρατηγική), syllable (συλλαβή), symbol (σύμβολο), symmetry (συμμετρία), sympathetic (συμπαθητικό), symphony (συμφωνία), symposium (συμπόσιο), symptom (σύμπτωμα), syndrome (σύνδρομο), synonym (συνώνυμο), synopsis (σύνοψη), syntax (σύνταξη), synthesis (σύνθεση), syringe (σύριγγα), system (σύστημα), tactic (τακτική), taxi (ταξί από το «ταχύ»), technical (τεχνικό), telegram (τηλεγράφημα), telepathic (τηλεπαθητικό), telephone (τηλέφωνο), telescope (τηλεσκόπιο), theatre (θέατρο), theoretical (θεωρητικό), therapeutic (θεραπευτικό), thesaurus (θησαυρός), throne (θρόνος), tragedy (τραγωδία), trauma (τραύμα), trigonometry (τριγωνομετρία), triumph (θρίαμβος), trophy (τρόπαιο), typical (τυπικό), utopia (ουτοπία), xenophobia (ξενοφοβία).





## Products

## Zirex®



Cetirizine hydrochloride, the active ingredient of **Zirex®**, is a racemic selective  $H_1$ -receptor antagonist and is a major metabolite of hydroxyzine. As a second generation antihistamine drug, **Zirex®** offers advantages of greater potency and reduced side effects.<sup>1</sup>

Clinical trial results indicate that cetirizine is an effective and well tolerated treatment for: -

- Seasonal and perennial allergic rhinitis
- Chronic idiopathic urticaria

Cetirizine is the only antihistamine known to possess activity against both the histamine-mediated early phase of the allergic response and the late-phase response of immediate hypersensitivity characterised by migration of inflammatory cells to the site of the reaction.<sup>2</sup>

In addition, **Zirex®** offers some distinct pharmacokinetic and pharmacodynamic advantages: fewer side effects due to low CNS penetration and reduced potential for adverse drug interactions due to negligible interaction with liver enzymes.

**Zirex®** is effective, rapid in onset has a long duration of action and is well tolerated. These properties, combined with a once-daily dosage regimen for an improved patient compliance, make **Zirex®** a safe drug, used to improve quality of life in patients with allergic symptoms. A major advantage of the drug is that it is non-sedating so it does not interfere with the lifestyle of the patient.

Remedica's **Zirex®** is available as 10mg tablets.

### References:

1. Chen C, Curr Med Chem. 2008;15(21):2173-91
2. Pierson WE, Clin Ther. 1991 Jan-Feb;13(1):92-9



## Health matters: Allergy-definition, cause, prevention, treatment

Allergy is an unexpected reaction of an individual to certain substances, which are harmless to other 'normal' subjects. These substances are called allergens and they come into contact with the body via inhalation, food intake or by contact with the skin. When an allergen enters the body it activates certain blood cells called leukocytes to release specific substances called antibodies. These antibodies attach to specific cells and cause lysis of the cell membrane releasing several substances (e.g. histamine) which act on target organs



e.g. eyes, skin, lungs etc. This allergic reaction may not occur following the first exposure to the allergen, but after repeated exposures of a person to a specific allergen.

Amongst the most common allergens are dust mites, pollen, animal fur, birds' feathers, fungi, certain types of food and even various



environmental factors (e.g. atmospheric pollutants, cigarette smoke, humidity). Such allergens may cause a variety of illnesses such as asthma, conjunctivitis, eczema, dermatitis, food allergy and many others. In some very rare cases the consequences can be fatal.

The best therapy is prevention, so avoiding contact with known allergens is mandatory, in order to prevent an allergic reaction. It should be noted that although a wide range of medicinal products are available, none cure the underlying allergy but mainly keep it under control, by preventing the occurrence of the symptoms. Allergy patients are thus enabled to lead a normal life.

Remedica has the following products that may be used either at the onset of an allergic reaction or for chronic conditions:

- **Remidine 10** (Loratadine 10mg: long-acting antagonist of the  $H_1$ -receptor with anticholinergic activity)
- **Zirex 10** (Cetirizine 10mg: selective antagonist of the  $H_1$ -receptor with minimal action on other receptors)



## Corporate Social Responsibility: Remedica cares...



1. The annual charity dinner of the Cyprus Association for Famine Relief was held on the 2<sup>nd</sup> June under the auspices of the President of the Republic of Cyprus Mr. Demetris Christofias. During the event, Remedica's Group Managing Director Mr. Charalambos Pattihi was presented with an honorary plaque in recognition of the Company's continuous contribution towards the Association's cause. The Association was formed in 1982 by its current President, His Beatitude the Bishop of Kition, to provide aid to people suffering from disease and famine and to war victims. In these 27 years, the Association has managed to provide aid of more than 5 million US dollars and over 400 tonnes of clothing, medicines and food.

2. In the framework of striving for a healthier world, Remedica sponsored and contributed to the 4<sup>th</sup> Scientific Congress of the Cyprus Resuscitation Council (CRC) held on the 12<sup>th</sup> and 13<sup>th</sup> of June 2009. The Council is a non-profit organisation having as its main goal the improvement and assurance of quality and efficacy of cardiopulmonary resuscitation in Cyprus.

3. The official end of the Door-to-Door collection was celebrated on the 6<sup>th</sup> June by the Cyprus Red Cross. During the event, Remedica was honoured for its contribution



towards the cause of the Red Cross. The Cyprus Red Cross was founded in 1950 and depends on volunteers. "It helps in the prevention and relief of human suffering and in the management of emergencies worldwide, both in times of peace and war, without discrimination in terms of gender, age, race, social status, religion or political alignment."

4. During the graduation ceremony of KES COLLEGE, awards plus work contracts at Remedica were given to the top 2 graduates of the Medical Representatives course by Remedica's Marketing Manager, Mr.



Andreas Hadjipanayis. As part of Remedica's social contribution and efforts towards the promotion of education and health in Cyprus, the Company offers employment contracts to the top 2 graduates of the College's Medical



Representatives course which ends every June. In addition to the work contract, Remedica also offers a monetary award to the graduate with the highest marks.

5. In the spirit of its Corporate Social Responsibility, and in particular with regard to environmental issues, Remedica has reached an agreement with AFIS (a company specialising in the recycling of portable electrical devices) for the recycling of batteries. All of Remedica's personnel now have the opportunity to send exhausted batteries both from work and home by placing them in special containers placed in various points



within the company premises. The environmental benefit from battery recycling is huge since all contain toxic substances that may contaminate the soil, water and then affect all living organisms including human beings.

## Eco-friendly tips: Conserving water

This may seem strange to communities that usually get flooded and people drown every year, but water shortage is a problem faced by many countries, and changes in weather patterns are expected to make the problem worse. Although some wealthier countries may overcome the problem by the construction of desalination plants, it still makes sense to reduce water consumption and wastage. As a company situated on an island with a water shortage, we at Remedica feel it part of our social responsibility to suggest, in this short article, some useful tips on how to cut down water use.

### Inside the house

- **Turning off the tap whilst shaving, cleaning teeth and bathing.**

- **Repairing dripping taps and other outlets.**

- **Filling up the dishwasher:** Hand washing dishes typically uses more water than a modern dishwasher, especially if hand washed dishes are rinsed under a running tap.

- **Cutting the toilet flush volume** either by placing a special nylon bag full of water inside the water tank or by replacing toilets with water efficient dual flush ones that can release either the full amount of water or half depending on the need.



- **Washing fresh foods.** By washing

fruit and vegetables in a bowl rather than under a running tap, the amount of water used will be reduced and the leftover water can be used to feed any houseplants.

- **Taking a quick shower** instead of a bath.

- **Reusing bathwater** to water houseplants or garden.



- **Avoiding half-load clothes washes.** A full load uses less water than two half loads so money can be saved on energy and water. Also, when looking to buy a new washing machine, making a choice by ranking all models available on the market by water efficiency will save



many litres of water.

- **Putting rubbish in rubbish bins** i.e. avoiding unnecessary toilet flushes by binning cotton balls, make-up tissues etc.
- **Being prepared for a burst pipe** by checking where the main stop valve is and making sure that it can be easily reached and turned on/off in case a pipe bursts.
- **Filling a jug with tap water and leaving it to cool in the fridge** means that it is not necessary to leave the tap running for some time just to get a drink of cold water.



#### Outside the house

- **Using a watering can instead of a hosepipe.** If a hosepipe must be used, fitting it with a trigger gun can control the flow of water and help save several litres every time.
- **Better use of sprinklers:** i.e. switching them on early in the morning or late in the evening will lead to less water evaporation and therefore more will be available to the plants.



Instead of allowing it to just run into the street or sewage system, it could be diverted into water butts. This water could then be used to water the garden,

- **Collecting rain water:** A house roof collects tens of thousands of litres of rain each year.

houseplants, or wash the car for free. Water butts should be covered to prevent evaporation and accidents.

- **Soaking instead of sprinkle:**

Soaking plants' roots once or twice a week in dry weather is much better than lightly watering them every day because most of that water just evaporates away. However, it must be noted that new seedlings need regular watering until they are established.



- **Using a bucket and sponge for car washing** rather than with a running hosepipe.

## Remedica news



1. Congratulations to Remedica's football team that reached the semi-finals and ranked 3<sup>rd</sup> in a local mini-football competition. Remedica's employees take part in many charity and non-charity mini football events and competitions promoting volunteerism and a healthy lifestyle through exercise and sport.

2. Remedica's basketball team came 4<sup>th</sup> in the 8<sup>th</sup> Amateur Championship. Following some excellent performances the team qualified 2<sup>nd</sup> in the first round of the championship and gained entrance into the final phase with only 2 defeats. Unfortunately, absences and injuries to some of the players denied the team a chance of reaching the final. In addition, Remedica took part in the 3-point scoring competition with Martinos Demosthenous who came 2<sup>nd</sup> overall.

3. Remedica was a sponsor in the establishment of a football team of the Cyprus Association of Medical Representatives. This team was created primarily to take part in charity events like

the tournament organised by the Addiction Therapy Unit.



4. One of our longest-serving colleagues, Mrs. Angela Theodosiou, retired recently after almost 28 years with the company. She has seen Remedica being transformed from a small enterprise to the success it is today and has certainly contributed with her hard work and dedication. In her honour, a farewell party was organised where she



was presented also with an honorary plaque. In a moving speech Mrs Angela mentioned that an important part of her life has come to an end. "The best years of my life, full of experiences and joy were here at Remedica" she said. Finally, she thanked

Remedica's management and colleagues and wished the company even greater successes. We wish her all the best in her retirement and many years of happiness and good health.

5. Remedica's employees organised a summer party with food, song and dance at a local restaurant by the sea. Right on the beach, under the stars and with music to match the mood, the fun lasted until the early hours of the next morning and proved



a pleasant way of not feeling the heat wave that suddenly struck Limassol for about a week.



## A glimpse of Cyprus

### Larnaka "the aristocrat"

The city of Larnaka, situated on the south-eastern coast of Cyprus has a glorious history of more than four thousand years. For many centuries, Larnaka was known as "Kition", which was the name of one of the most important kingdoms of ancient Cyprus. As of the first of May 2004 when Cyprus became a full member of the European Union, Larnaka is the most easterly city in the new expanded community. It is the third largest city in Cyprus with a population of 63,000 inhabitants (including the constituencies of Aradipou and Libadia), according to the census carried out in 2001.

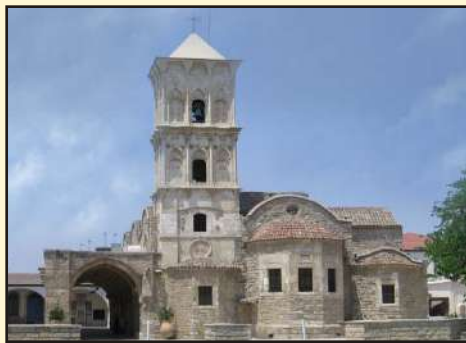
It can be justly described as "the aristocrat", since, following the occupation of Famagusta by the Genoans in 1373, it has been recognised as the most important port in Cyprus. It remained the main port even during the period of the Ottoman (Turkish) occupation (1570-1878), when it was also known as Skala, because it was a skala (station) for the ships that docked there. Numerous Cypriots, Greeks, Franks and other foreign tradesmen resided in Larnaka during this period and many served as ambassadors, vice-consuls or trading representatives of various countries (e.g. England, France, Russia, America, Austria) creating a class of nobility in Cyprus. Thus throughout this period Larnaka was a city of embassies and trade and hence the most developed and sophisticated city in Cyprus and this was reflected by its nomination as the Capital.



"Kamares"

The ancient kingdom of Kition was the birth place of one of the most important philosophers of ancient Greece, Zenon the Kitionian, who founded the philosophical school of Stoics, and this is why Larnaka is also often referred to as the "city of Zenon". Moreover, Saint Lazarus, a friend of Jesus, became the first bishop of the city. Lazarus had fled to Cyprus after he was resurrected by Jesus and lived in Kition until his second passing. The most important amongst the

temples of modern Larnaka is that of Saint Lazarus, which was built around 900 A.D allegedly on the site of the Saint's tomb.



St. Lazarus church

The City was protected by walls since ancient times; however these were demolished by the Romans. Its ancient port was recently discovered in the centre of the modern city, indicating that in earlier times the sea reached much further inland. During the Hellenistic era, Kition was ruled by the Ptolemaic descendants of Alexander the Great.

After the assassination of Julius Caesar, the then Queen of Cyprus, Cleopatra the Beautiful, won the favour of the new Roman general of Egypt, Mark Anthony, who endorsed her rule over Cyprus. However, their dispute with Octavius and Rome reached its zenith in 30BC when Cleopatra and Mark Anthony were defeated at the battle of Actaion consequently committed suicide. This signaled the end of the Ptolemaists and the Hellenistic period of Cyprus.

During medieval times Larnaka was known as Alykes due to a large nearby sea water lake which dries up during the summer leaving behind vast amounts of salt. This salt lake was renowned from ancient times and it is even mentioned by Plinious. Both during the medieval ages and the Venetian period of rule, salt was considered an important product for export to Venice and other large cities of Europe.

Since its independence in 1960, Cyprus, and especially Larnaka, started a period of rapid development. Following the Turkish invasion in 1974, Larnaka's development accelerated. The closing of Nicosia's International airport due to the invasion, necessitated the creation of a new one and a site near the salt lake at Larnaka was chosen. Today it is the largest and most important airport in Cyprus, providing a vital

air link with the Near and Middle East, Africa and the rest of Europe. A new air terminal has now been constructed and soon this modern and much larger airport will be a real gem in air transportation in the whole of the Eastern Mediterranean.

Despite the development of the sea port and airport, the sector where Larnaka has experienced the greatest expansion is that of tourism. The loss of the traditional tourist spots (Famagusta and Kerynia) led to the development of other areas, including Larnaka where many modern and luxurious hotels have been constructed. A large marina for private yachts has also been constructed at Larnaka. In addition, the main oil depots of Cyprus are located close to the city, along with the industrial area containing a range of important industries and a free trade zone.

Its coastal area, also known as "Phinikoudes" (little palm trees), located in front of the old city, has been recently renovated and, with its pedestrian walkway, provides a splendid area for walks, swimming and recreation. This is where the renowned "Festival of Cataclysmos", one of the grandest public celebrations of the city and the whole island, takes place annually.

In addition to its beautiful and clean beaches, Larnaka has many important tourist attractions, especially in its centre where there are interesting museums and galleries, an old medieval castle with its own amphitheatre, exquisite restaurants and other recreational areas with a variety of night life which caters for all age groups and tastes.

As a consequence of its long history and importance to the island as a cultural and business centre, Larnaka will continue its commitment to development.



Larnaka map