



# Remedica

FOR A HEALTHIER WORLD



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## Welcome note



Dear Readers,

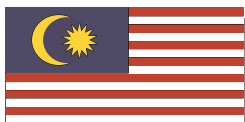
Welcome to the seventh issue of Remedica's Newsletter in which we have short biographies of our representative in Malaysia, our Sales Manager and one of our non-executive Directors, eco-friendly tips on saving electricity, the third part of our article on the use of Greek words in other languages, some advice on the cervical syndrome, our social contribution and much more.

I wish you Merry Christmas and a Happy and Healthy 2010!

Charalambos Pattihiis  
Group Managing Director



## Remedica worldwide: Malaysia



IDS Group, a member of the Li & Fung Group of companies is a multinational that can be traced back over 100

years to an era of British dominance in Asian import distribution. The IDS Group offers a menu of Integrated Distribution Services in three core businesses across Asia: Distribution (Services), Logistics, Manufacturing and International.

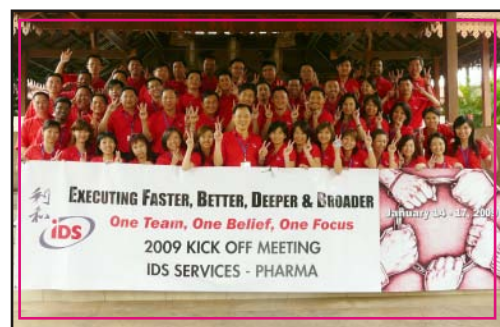
IDS Services (Malaysia) has been established for more than 30 years serving the pharmaceutical and medical equipment sectors. IDS Services (Malaysia) has attributed its success by consistently providing comprehensive distribution services and market reach beyond customer demands. The organisation provides a full range of sales and marketing services with unparalleled inventory, operations management and logistics support as a fast track access into Malaysia in a multitude of distribution channels.

IDS Services (Malaysia), is spearheaded by Managing Director Dr. Choe Tong Song. With his leadership and guidance along with Remedica's Product & Sales Manager at IDS Services (Malaysia), Jimmy Lee, a special Remedica team was set up to penetrate the Malaysian market with Remedica products exclusively.

By leveraging off IDS Group's experiences and knowledge with the fine details of the Malaysian market, empowered with the latest technology in sales order management and the organisation's robust IT infrastructure, IDS Services (Malaysia) was able to enhance Remedica's business within the Malaysian market. Working seamlessly together with technology

as well as providing a unique, open and constructive environment for the businesses to grow enabled both IDS Services (Malaysia) and Remedica to grow and develop synergistically with continued success. It was more than just a business relationship, it was a friendship of two distinct organisations. It was more than just sales mechanics and incentive plans that propelled the business to greater heights but the passion of IDS Services (Malaysia) towards the Remedica business as the key competitive edge and motivational factor in a result-driven business delivery. IDS Group is more than just being customer focused. By creating customised but tailored sales and marketing solutions for Remedica, IDS Services (Malaysia) has, is and will be giving maximum value for Remedica with its services.

Till today, IDS Services (Malaysia) celebrates together with Remedica, 18 years of partnership and looks forward to continue success in years to come.



# Remedica

FOR A HEALTHIER WORLD

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## Remedica people



In this edition we wish to introduce one of the non executive members of our Board of Directors, Professor Chris Marriott. Until his recent retirement he

was Professor of Pharmaceutics at King's College, University of London. He held this post from 1990 and has spent the whole of his career as an academic carrying out teaching and research in UK universities: he was Head of the Pharmacy Department at King's from 1993 -2000 during which time he oversaw the introduction of the four year MPharm degree and the move of the Department from Chelsea to Waterloo. He qualified as a pharmacist in 1967 and then took a PhD in physical pharmaceutics working on aspects of lung secretions, and in his later years this was extended to include airway and topical drug delivery systems. During his career he supervised more than 50 postgraduate students and published over 250 papers in scientific journals. These achievements were recognised by the award of a DSc degree in

1989 and designation as a Fellow of the Royal Pharmaceutical Society of Gt. Britain in 1986. In 1994 he was Science Chairman of the British Pharmaceutical Conference having won its Young Scientist award in 1979. Since 1992 he has served continuously as a member of the Expert Advisory Group on Chemistry, Pharmacy and Standards of the UK Medicines and Healthcare products Regulatory Authority (MHRA) which is responsible for the licensing of medicinal products and the inspection of manufacturer's premises. It was about this time that he started his association with Remedica being present throughout the successful MHRA inspection in 1992 and has given advice and attended inspections by other agencies ever since. As well as advising the company on scientific matters, writing and editing documents and collecting publications to support licence applications he has also found suitable employees and sought potential collaborators for the company. He was honoured to be invited to join our Board of Directors in 2001. Although now formally retired, he continues his MHRA duties, gives lectures and acts as a consultant to the pharmaceutical industry. He and his wife Ann, who is also a pharmacist, are keen golf players. They both give their time and support willingly to their two daughters and 5 grandchildren.



### Antonis Pattichis – Sales Manager

In this edition we wish to introduce our Sales Manager, Mr. Antonis Pattichis. After completing his studies at Strathclyde University Scotland (Business Administration and Masters in Commerce) and DIPC (Diploma of Institute of Production Control UK) he returned to Cyprus and began his career as a Area Sales Manager at a pharmaceutical company. In 1996 he joined Remedica as Sales Manager, taking over a large part of new market development. He is a member of Remedica's Strategic Team, where his experience and knowledge gained from various markets around the globe enable him to contribute to the further growth and expansion of the company into new markets. Over the years he has attended many seminars in Cyprus and abroad in relation to marketing, sales, management and other topics. He is also a member of the Cyprus Institute of Marketing.

## Remedica news



1.Our "Calibration Department" handles an estimated 4000 calibrations a year across our site within Remedica and as a direct result this ensures our product quality via equipment accuracy. We utilise the world class Beamex Calibration Management system which enables our team to perform all calibrations and data analysis with ease, speed and accuracy. The CMX software and multifunction calibrators that are used also meet the FDA, ISO-17025 and EU-cGMP regulatory requirements, and are also 21-CFR 11 compliant. This technology enables the department to track every calibration complete with history and all details regarding each individual instrument automatically putting us

in a class way above many competitors.

2.John Warren, the husband of Helen who works in Remedica's Export Department recently held his 8<sup>th</sup> Painting Exhibition called "Archetypal Landscapes" at a gallery in



Limassol. The exhibition contained mostly abstract paintings and was opened by our Group Managing Director Mr Charalambos Pattichis, who in his short speech referred to John Warren as a "talented painter, who is able to successfully move from the realistic style to the abstract and back as he is a master of both." The exhibition was open for 2 weeks and during that time hundreds of people had the

opportunity to admire and buy John's work.

3.Recently, the local sales team attended two congresses where participants (doctors and pharmacists) had the opportunity to be briefed on new and existing Remedica products. Specifically, at the 6<sup>th</sup> PanCyprian Pharmaceutical Conference, pharmacists were informed about the improved pack design of Perofen<sup>®</sup> and on the advertising campaign that Remedica is currently running for some additional products.





## Products

## Perofen®

Ibuprofen, the active ingredient in **Perofen®**, is a Non-Steroidal Anti-inflammatory Drug belonging to the propionic acid group. It has anti-inflammatory, analgesic and antipyretic action.

**Perofen®** is indicated in the treatment of rheumatoid arthritis, ankylosing spondylitis, osteoarthritis and other non-rheumatoid arthropathies. It can be used to treat bursitis, tendonitis, tenosynovitis, back pain and soft tissue injuries, like strains. It is also indicated in primary dysmenorrhoea, dental and post operative pain.

Although the exact mechanism of action of ibuprofen is not known, its anti-inflammatory action may be due to inhibition of the activity of the enzyme cyclo-oxygenase, resulting in decreased formation of precursors of prostaglandins and thromboxanes from arachidonic acid, and therefore decreased synthesis and/or release of prostaglandins.

Also ibuprofen probably produces antipyresis by acting on the hypothalamus, with heat dissipation being increased as a result of vasodilation and increased peripheral blood flow.

The results of comparative studies showed that ibuprofen had a more potent action than other NSAIDs [2].

In addition, several studies carried out in the last 15 years have shown ibuprofen to be an effective chemopreventive agent against carcinogenesis in various species and tumour models. These include, among others, colorectal carcinogenesis, mammary gland carcinogenesis, and lung tumourigenesis.

### References:

- [1] USPDI, Ibuprofen, in Drug Information for the Health Care Professional. 2004, United States Pharmacopeia Drug Information, by authority of the United States Pharmacopeial Convention Inc. [www.drugs.com](http://www.drugs.com)
- [2] Romer, D, Pharmacological evaluation of mild analgesics. Br J Clin Pharmacol, 1980. 10 Suppl 2: p. 247S-251S.



## Health matters: Cervical syndrome

Cervical syndrome is a common condition which affects 1/6 of the male and 1/4 of the female population: the term is used to describe several conditions of the cervical (neck) area. It is not a danger to the life of the patient, but it can cause pain and stiffness and as a result the patients seek medical advice, have difficulty in working and experience a change in their lifestyle.



The human spine is composed of 24 separate movable bones in addition to the sacrum and the coccyx which are formed from 5 and 4 fused bones respectively. All the movable vertebrae have similarities in their structure (the spinal cord passes through a continuous canal which is formed from the holes in each of the vertebrae) but there are also distinct differences according to their position in the backbone. The 7 cervical vertebrae constitute the uppermost region of the spine. The first two vertebrae differ from the other 5 and are known as the atlas and the axis. An extension of the lowermost axis protrudes into the body of the atlas and this joint allows the head to be moved from side to side. The atlas has two

facets in which the lowest (occipital) bone at the rear of the skull sits and this allows the head to be nodded. Thus these two bones are essential in allowing extensive movements of the head to be made freely.

Many components of the cervical spine are able to generate pain and this may explain why the original description of the syndrome as being a disturbance of the nervous system resulting from cervical rheumatism of the spine is now disputed. Although many of the symptoms are now accepted to be the result of disturbances in the circulatory system, this does not account for all of them and headaches, vertigos, visual problems, reduction in the ability to concentrate and memory loss if of cervical origin can be relieved by appropriate treatment of this region of the spine. Fortunately all of the symptoms rarely occur together and severity varies: headache is by far the most common complaint. Although trauma to the cervical region can be the cause of the symptoms these are usually transitory and it is only in

older patients when spondylosis has occurred that they persist. More common causes of the condition are poor posture either whilst upright or sleeping, exposure to drafts and psychological problems.

The patient often complains of fatigue and a pain in the cervical region which radiates to the head. There may also be limitation of head movement, muscle spasm and local tenderness when pressure is

applied to the neck. Coughing and sneezing exacerbates the pain which is almost always accompanied by inflammation.

Treatment by manipulation can be effective but should be used with extreme care and not continued if no improvement is produced. It is often more effective when the symptoms are either headache or vertigo and is less so when the problems are audiovisual. Injections of steroids or local anaesthetics can also be effective as can ultrasound and electrical stimulation. However, if there is no evidence of degenerative disease then education and training of the patient with regard to exercise and posture is the preferred treatment.

Several non-narcotic analgesics and anti-inflammatory agents can also be used for short term therapy and these can be administered in the form of tablets, creams or gels. For this purpose, Remedica produces several medicines such as Remedol® (Paracetamol), Remethan® (Diclofenac), Perofen® (Ibuprofen) and Melorem® (Meloxicam).



## Corporate Social Responsibility: Remedica cares...

1. The creation of the "Remedica Volunteer" program has finally been achieved. Following the initiative of some Remedica employees, a team of volunteers has been created who, as active citizens, will freely contribute their spare time for the prosperity of their fellow human beings, the community and society in general. Moreover, the team aims to actively contribute in a variety of activities in order to safeguard the environment for generations to come. They began with a blood donation at the Limassol General Hospital and participation in the "Radiomathon 2009" with 40 members.

2. Employees of Remedica actively



participated in a fund-raising event of "Radiomathon 2009". Remedica



Volunteers took part in the event and also had an active part in the fund raising activities which included collection of donations in the street and selling raffle tickets. Remedica who has a rich social contribution by participation in many charity events, has reinforced the fund-raising efforts of "Radiomathon" by making a monetary contribution as well. Remedica's Managing Director, Mr. Emiliios Savvides, in praising Remedica Volunteers for their volunteer work, stated that "The Remedica Volunteer"

program is an initiative of our employees, who have shown great interest in this concept and the company applauds their efforts, which clearly show their sensitivities and care towards their fellow humans who need our support".

3. The renewal of the cooperation between Remedica and KES College was recently announced. In the context of its social contribution, Remedica continues to award the top two graduates of the Medical Representative course by offering them a work contract plus a token monetary reward for the graduate with the highest mark.



## Eco-friendly tips: Using up less electricity

Electrical power stations use up a lot of energy themselves in producing electricity as they are mostly fired by fossil fuels such as



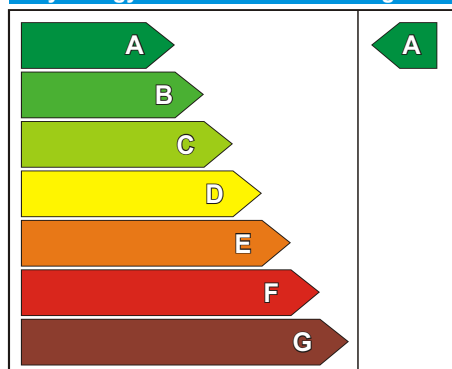
coal or oil, which have the additional effect of emitting into the environment tonnes of carbon dioxide and other gases that increase the burden on the environment. As part of our social responsibility drive, we feel that we must encourage saving electrical energy since electricity is the power behind a large number of human activities and over-consumption leads to faster depletion of the

earth's energy reserves. In this short article we explore ways that can help reduce our electricity consumption and thereby our impact on the environment.

- **Switching off appliances completely** - not leaving them on standby saves considerable energy.
- **Turning the heater thermostat** down by just 1°C and air-conditioning thermostats up by just 1°C uses about 10% less energy.
- **Drawing the curtains** at dusk keeps the heat in and saves energy.
- **Choosing energy efficient appliances** when it's time to replace old ones can make a lot of difference. In many countries there is an Energy Saving Recommended logo pointing to the most energy-efficient products on the market.
- Fitting all the lights with **energy saving light-bulbs**.
- **Reducing water consumption in the winter** helps cut heating bills. Taking showers instead of baths can cut the amount of water used by half and therefore the energy necessary to heat it.
- **Home improvements** can lead to

significant savings. There are also grants and offers available for people who want to make their homes more energy efficient. Examples of home improvements include: **Insulating cavity walls, lofts, tanks and pipes**, draught-proofing (i.e. filling the gaps around the windows) **Fitting energy saving glazing, considering a condensing boiler** (which are the most energy efficient on the market).

### Very energy efficient - lower running costs



### Not energy efficient - higher running costs

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

Greek is widely considered to be the language of science since it is based on a methodological process of building up words from smaller ones that combine to give a different meaning - either the opposite or a combinational effect or something altogether new. Some Greek words are transferred into English "as is" whilst others have been given either an English prefix or a suffix. These are not restricted to science but have found their way into every day life as the examples given in first and second parts of this article published in previous issues of our Newsletter.

In part III we explore words that have a Greek suffix or prefix. English, Latin or other roots are combined with a Greek word or ending to form a new word.

Examples of Greek suffixes are: -ic, -ism, -itis, -oid (derived from the Latin suffix -oides taken from Greek and meaning "having the likeness of"), -omics (a field of study in biology and economics) and the related neologism -omes (the objects of study of such fields), -onym (referring to a specified kind of name or word).

English words with Greek suffixes include:

- Ferric, ionic,
- Absolutism, socialism,
- Gingivitis
- Dragonology, Egyptology, wizardology,
- Tulipomania (a metaphor for an economic bubble), Beatlemania (an obsession with the musical group Beatles)
- Humanoid, alkaloid
- Reaganomics (a school of thought in economics), transcriptome (the mRNA complement of an entire organism, tissue type, or cell)

Greek words or parts of them are also used as prefixes and in the table below we list several of these along with their explanation and examples of words in the English language, which in some cases are a direct adoption of the Greek word whilst in others they are combined with an English word or suffix:

Prefix or suffix	Meaning	Examples of words in the English language
Acro-	End	Acrobat, acropolis
Amphi-	Half	Amphitheatre, amphibian
Anti-	Opposite	Antidote, antithesis, anti-government
Astro-	Star	Astronaut, astronomical, astrology
Auto-	Self	Automatic, autonomous, auto-immune
Bio-	Life	Biology, biochemistry, biodegradable
Cardi- (from cardia)	Heart	Cardiovascular, cardiac, cardiology
Chrono-	Time	Chronic, synchronise, chronometer
Cosmo-	World	Cosmonaut, cosmopolitan
Endo-	Inside, inner	Endothelial, endometriosis
Exo-	Outside, outer	Exothermic, exogenous
Gen- (from Genos)	Gender	Genealogy, genomics, photogenic
Geo-	Earth	Geography, geology, geo-stationary
Graph-	Write	Autograph, graphology, biography
Hemi-	Half	Hemisphere, hemihydrate
Homo-	Same	Homogeneous, homeopathy
Hyper-	More than-upper-, pro-, trans-, over	Hyperactive, hyperbole
Hydro	Water	Hydraulics, hydroelectric
Hypo-	Less than	Hypocrite, hypoallergenic
-lith- (from lithos)	Stone	Neolithic, monolithic
-logy	Speech	Biology, zoology, criminology
Mega-	Big	Megalomania, megabucks
Meta-	After	Metabolism, metastatic, metamorphosis
Micro-	Small	Microphone, microbe, microscopic
Mono-	Only	Monopoly, monogamous
Nano-	Very small	Nanotechnology, nanosphere
Neo-	New	Neonatal, neophyte
Ortho-	Correct	Orthodox, orthopaedic, orthodontist
Path- (from pathos)	Feel	Empathy, pathetic, pathology
Phil- (from philos)	Friend	Philosophy, bibliophile, philanthropist, philatelist
-Phon- (from phone)	Sound or voice	Phonetics, telephone
Photo-	Light	Photograph, photon, photocopy
Pneum- (from pneumon)	Lung	Pneumonia, pneumatics
Poly-	A lot	Polygamy, polyphony, polytechnic
Proto-	First	Prototype, Protocol
Psych- (from psyche)	Soul	Psychology, psychiatrist, psychopath
-saur (from saurus)	Lizard	Dinosaur, Tyrannosaurus
-sphere	Ball-shaped	Atmosphere, stratosphere, hemisphere
Stereo-	Of solid construction	Stereophonic, stereoscopic, stereotype
Tele-	Far off	Television, telescope, telephone
Thermo-	Hot	Thermometer, thermostat, thermal
Tri-	Three	Triangle, tripartite, triptych
Xeno-	Foreign	Xenophobia, Xenophon



## A glimpse of Cyprus

### Kyrenia, the “Mediterranean gem”



Kyrenia is the smallest of the six cities of the Republic of Cyprus but also one of the ancient towns and, along with neighbouring Lapithos (a large and important village), comprised one of the important ancient kingdoms, a fact reinforced by its name, as it preserves the Kyrenia name as an ancient city in Achaia. According to mythology, Kyrenia was built by the Achaeans Kefeas and Praxandros, just like the town of Lapithos, on their return home from the Trojan War. These two heroes thus gave the new city the name of their own city in Achaia.

The first signs of civilisation in the Kyrenia District go back to the Neolithic age (6<sup>th</sup> millennium BC). During the Minoan period (1350 – 1050 BC) the first City-Kingdoms are built here and thrive just like in the rest of Cyprus.

The rise of the city and district continues also into the Iron Age (1050 – 325 BC) as proven by many documents and art works found in the area, like coins and inscriptions. During the Hellenistic, Roman and Old-Christian period (325 BC – 600AD) life and progress continues and near the old cities there are newer ones like the famous Lampousa with its wonderful treasures.

During the period of the Great Byzantine Empire (9<sup>th</sup> – 12<sup>th</sup> Century AD), when Byzantine art met its first renaissance, the Kyrenia District fills up with temples and monasteries with exquisite murals and portable icons (Chrysokava, Antiphonetis, St. John Chrysostomos). It is then that the city was fortified and the castles on the Pentadaktylos mountain range (St. Ilarion, Voufavento, Kantara) were built.

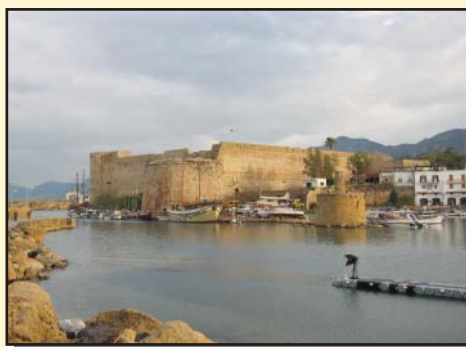
The Crusades and the Franks bring to Cyprus Gothic Art and in the Kyrenia District the famous Peace Abbey (Bella Pais) is built. During the dark times of the Ottoman (Turkish)

occupation (1570 – 1878 AD), in Kyrenia, as well as in the rest of Cyprus, the Greek language and Christian faith is kept alive by sacrifice and the blood of martyrs and saints.

In the 19<sup>th</sup> and 20<sup>th</sup> centuries the true Cyprus folklore art flourishes in all the glory of its manifestation: architecture, lace, fabric, pottery, golden artefacts and wood carving. In a small village near Kyrenia called Thermia, poetry is expressed by the lyric dialect poet Dimitris Lipertis.

#### The castle

Kyrenia castle, her trademark symbol throughout time, is situated by the port. It was originally built by the Romans and rebuilt in the



7<sup>th</sup> century by Byzantines in their efforts to protect the city from Arab raids. It was rebuilt again in the 11<sup>th</sup> century and renovated once more by the Luisignian Franks, leaders of Cyprus at the time. In the 13<sup>th</sup> century, royal apartments were built inside the castle, which were later demolished by the Venetians. The Venetians renovated the castle again, fortifying its walls by the construction of new towers. After 1570 it fell to the Ottoman Turks and subsequently used as a prison both by them as well as by the British. In 1955, 16 members of the national liberation organisation, EOKA, used sheets to climb down the battlements and escape from the castle where they were being kept prisoners. In 1974 during the Turkish invasion, a battle between a small navy unit of the Cyprus army and the Turkish invasion forces took place at the castle.

#### The famous “Kyrenia Ship”

In a special room inside the castle lies until this day the “Kyrenia Ship”. This ancient craft built around 389 BC and sunk at an age of about 100 years old in 288 BC, is the oldest ever found at the bottom of the sea. It was accidentally discovered by the Cypriot sponge

gatherer Andreas Kariolou in 1965 and was hoisted up and put together again by the United States Archaeological Mission of the University of Pennsylvania from 1967 to 1972.

Of course for the archaeologists of the world, this discovery by Andreas Kariolou brought to light for the first time, the most ancient and most well-preserved ship (over 60% of the hull) that sailed in the oceans at the time of Alexander the Great. But for the citizens of Kyrenia, who after the Turkish invasion constructed a replica, “Kyrenia 2” and sail it around the world, it is a symbol of Cyprus's sovereignty and their undying passion to return to their homeland. It has sailed throughout the world, including New York, Yokohama, Hamburg, Seville and elsewhere, and in every port, in every university lecture theatre full of people, and even on the deck of the ship itself the crew of Kyrenia 2 passes on this message.

Kyrenia's beauty, the wonderful surroundings in which it is built with the Pentadaktylos mountain range as a crown (in a unique combination of mountain and sea) and the ancient monuments in and around the city, were reason enough for Kyrenia to acquire world fame as a tourist destination rightly referred to as the “Mediterranean gem”.

The excellent development potential and prosperity of the city was unfortunately abruptly disrupted in the summer of 1974 by the Turkish invasion forces. Kyrenia was occupied by them in July of that year and is still under Turkish occupation.

Its citizens are still refugees in their own country, whilst the city is inhabited by Turkish Cypriots and settlers from Turkey who were transported and placed there.

With the hope of a return to their homes firmly burning in their hearts, the citizens of Kyrenia have adopted for the last 35 years the motto: **“Kyrenia is still alive and waiting for us”.**