

# Marvel Portfolio

Medical Scientific Solutions



IDENTITY

PresentUp  
OWN THE STAGE

TEBZONE  
LEARN . DEVELOP . LEAD

PresentUp  
OWN THE STAGE

PresentUp  
OWN THE STAGE

TEBZONE  
LEARN . DEVELOP . LEAD

PresentUp  
OWN THE STAGE

PresentUp  
OWN THE STAGE

TEBZONE  
LEARN . DEVELOP . LEAD





# IDENTITY



## EVOLVING CONCEPT

### Colors



### Typography

## Gilroy

40  
24  
18

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz





## CONCEPTS

Client: 

# إيزيبان

شراب خلاصة أوراق اللبلاب والزعرور

 tabuk  
pharmaceuticals



مذيب وطارد للبلغم  
يخفف السعال

يوقف  
إيزيبان الكحة  
ويجب  
الضغلة

لهذه المستحضرات عدد من الأعراض الجانبية، وللتعرف على هذه الأعراض يرجى استشارة الطبيب أو الصيدلي وقراءة نشرة الدواء في حال وجود أي أعراض جانبية للأدوية الرجاء التواصل مع الهيئة العامة للغذاء والدواء للإبلاغ عنها على الرقم الموحد 19999



ارتيز  
هيدروكلوريد السيتريزين 10 ملجم

07:00 12:00 20:00

لتخفيف أعراض

- سيلان الأنف
- احتقان الأنف
- العطاس

مع ارتيز  
راكحتك  
تكمل طول  
اليوم

لعلاج حساسية  
الأنف

 tabuk  
pharmaceuticals

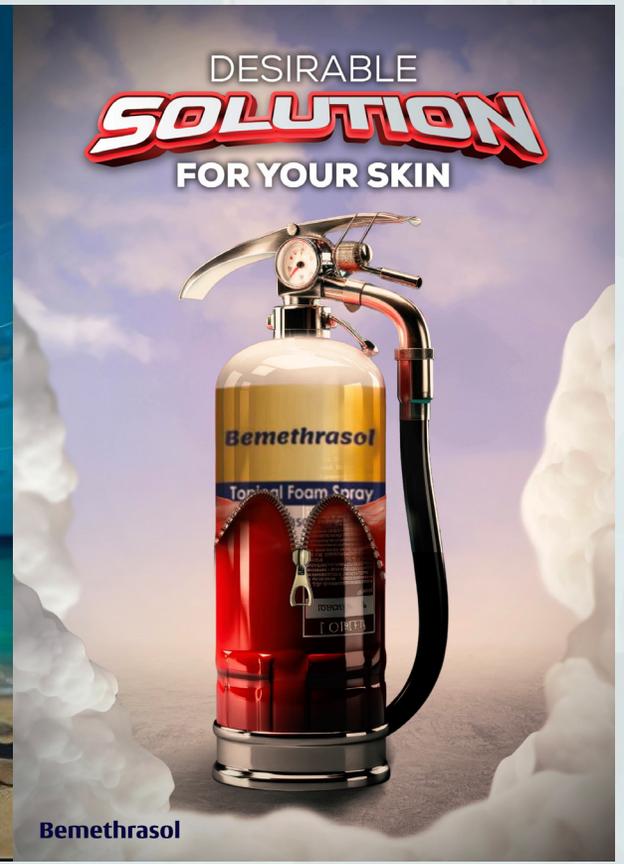
لهذه المستحضرات عدد من الأعراض الجانبية، وللتعرف على هذه الأعراض يرجى استشارة الطبيب أو الصيدلي وقراءة نشرة الدواء في حال وجود أي أعراض جانبية للأدوية الرجاء التواصل مع الهيئة العامة للغذاء والدواء للإبلاغ عنها على الرقم الموحد 19999





# CONCEPTS

Client:  **AIT**  
ACDIMA INTERNATIONAL TRADING





# CONCEPTS

Project: CURAMIN™

Client:  جمجوم فارما  
Jamjoom Pharma

Curamin™  
**UNLOCK  
NATURE'S POWER**  
100% Natural  
APPROVED FDA APPROVED  
Curamin™  
ANTIOXIDANT STRENGTH.  
ANTI-INFLAMMATORY DEFENSE  
جمجوم فارما  
Jamjoom Pharma

CURAMIN™  
جمجوم فارما  
Jamjoom Pharma  
**FIND  
Your PATH  
TO A FITTER YOU**  
Curamin™  
ANTIOXIDANT STRENGTH.  
ANTI-INFLAMMATORY DEFENSE  
جمجوم فارما  
Jamjoom Pharma

Curamin™  
**SHIELD  
YOUR BODY**  
NATURAL DEFENSE  
AGAINST INFLAMMATION  
Curamin™  
ANTIOXIDANT STRENGTH.  
ANTI-INFLAMMATORY DEFENSE  
جمجوم فارما  
Jamjoom Pharma





# CONCEPTS

## Project: Fexostadine™

## Client: EIPICO



**24 HOURS**

**ONCE A DAY**  
Keep Allergy away

**Fexostadine®**  
Fexofenadine hydrochloride

180 mg  
20 Film coated tablets

120 mg  
20 Film coated tablets

Amro All The geologist

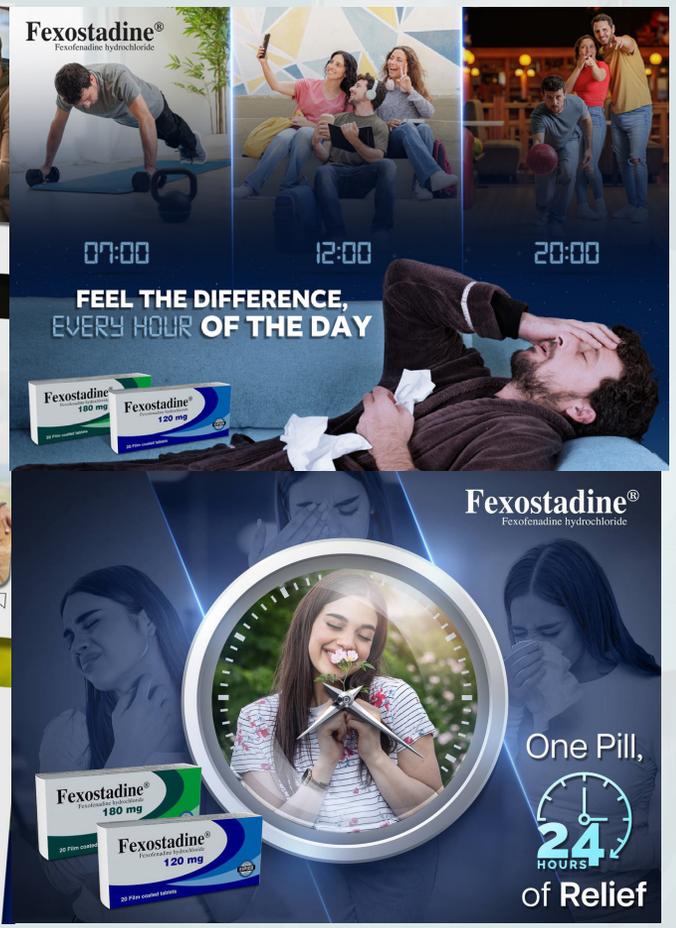
4891 Likes #YouFun

4891 Likes #YouFun

9893 Likes #Buddy

533 Likes #Dumg

user\_name Lorem ipsum



**Fexostadine®**  
Fexofenadine hydrochloride

07:00 12:00 20:00

**FEEL THE DIFFERENCE, EVERY HOUR OF THE DAY**

**Fexostadine®**  
Fexofenadine hydrochloride

180 mg  
20 Film coated tablets

120 mg  
20 Film coated tablets

**Fexostadine®**  
Fexofenadine hydrochloride

One Pill,  
**24 HOURS**  
of Relief

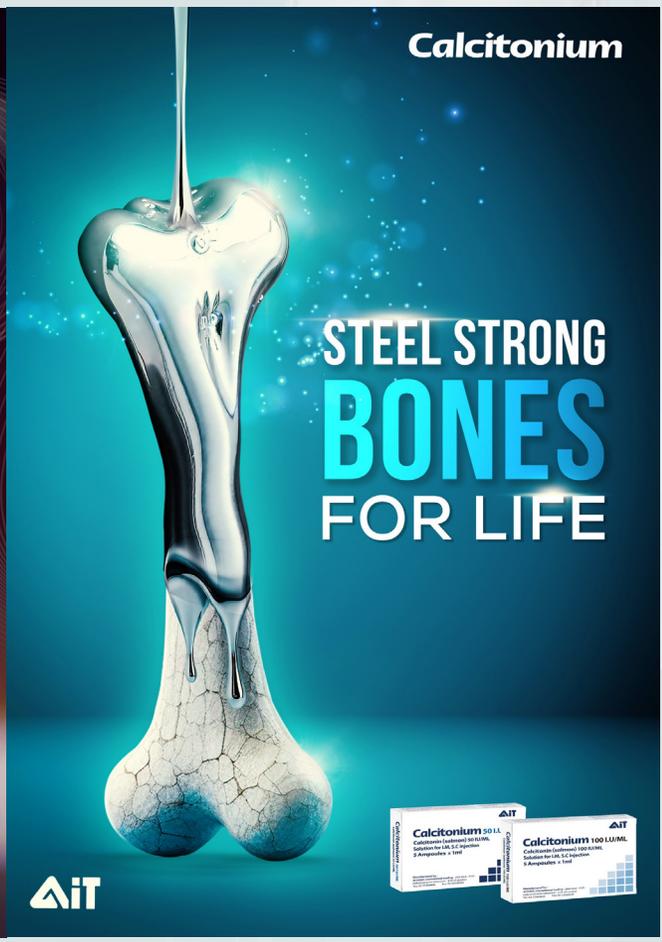




CONCEPTS

Project: Calcitonium™

Client: Acdimia 





CONCEPTS

Project: Bemethrasol™

Client: Acdima 





# CONCEPTS

Project: Ciprofar™

Client: PHARCO  
PHARMACEUTICALS

The main advertisement concept features a large, stylized number '25' on a yellow background. The number is filled with various scenes of people in different stages of life: an elderly couple on a scooter, a family with a baby, a man working on a laptop, a family in a living room, and a group of knights in armor. The PHARCO PHARMACEUTICALS logo is in the top right. At the bottom left, it says 'CIPROFAR 250/500/750 mg' next to a product box. At the bottom right, it says 'GREATNESS BUILT OVER YEARS OF COVERAGE' and '25th Anniversary At 2025'.

The secondary advertisement concept shows a man and a young boy playing with colorful building blocks. The text 'CIPROFAR' is at the top left. The main text reads 'GREATNESS BUILT OVER YEARS OF COVERAGE' and '25th Anniversary At 2025'. The PHARCO PHARMACEUTICALS logo is at the bottom right. Product boxes for Ciprofar 750 mg and 500 mg are shown in the foreground.







# CONCEPTS

**Sineo**  
سِينِيُو

**THE ALLERGY MONSTER IS GONE**

**alpha pharma**

**SELECTED FOR YOU**  
ILLUMINATING YOUR PATH TO RELIEF

**FLOPADEX**  
Sildenafil Brng

**NO MORE TRAFFIC INSIDE JUST FLOW**

**Go Fiber**  
LIQUID FIBERS WITH FOS





SOCIAL MEDIA

Project: Present Up  
OWN THE STAGE

Client: rebzone

ONLINE ONSITE

Present Up  
OWN THE STAGE

27 SEPT.

ZOOM

CAIRO CIVIL Education Center

شريك رحلتك لتحقيق حلمك

ELEVATE YOUR PRESENTATION POWER

MASTERING PRESENTATION SKILLS

PRESENTATION STRATEGY

PUBLIC SPEAKING

AMR HASAN AL-HAMANY MD, FRCR

rebzone Marvel

SHARE your EXPERIENCE 😊

استفدت جدا ارجو المزيد من الدورات التدريبية

Present Up  
OWN THE STAGE

Present Up  
OWN THE STAGE

JOIN US OUR FREE WEBINAR

27 SEPT. 10 AM ZOOM ON SITE  
Cairo Civil Education Center

77% من سكان العالم يخافوا!

rebzone Marvel

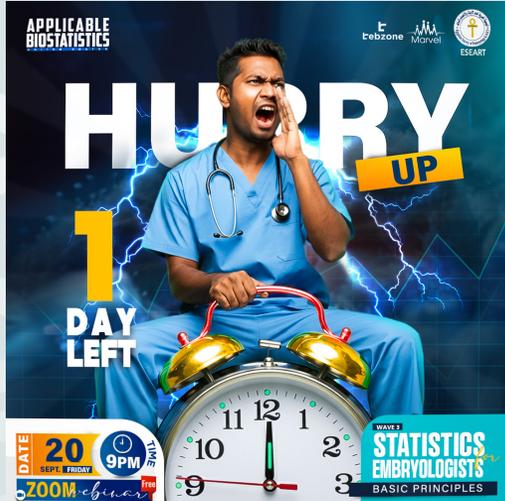




SOCIAL MEDIA

Project: Applicable Biostatistics

Client:  lebzone



APPLICABLE BIOSTATISTICS

lebzone Marvel ESEART

# HURRY UP

1 DAY LEFT

DATE 20 SEPT. FRIDAY 9PM EMTL

WAVE 3 STATISTICS EMBRYOLOGISTS BASIC PRINCIPLES

ZOOM webinar Free



APPLICABLE BIOSTATISTICS

lebzone Marvel ESEART

# ازاي؟

بستخدم الإحصاء لتحليل جودة الأجنة

DATE 4 OCT. FRIDAY 9PM EMTL

WAVE 4 APPLIED STATISTICS EMBRYOLOGY LABORATORY

ZOOM webinar Free



APPLICABLE BIOSTATISTICS

lebzone Marvel ESEART

# FREE WEBINAR

DATE 20 SEPT. FRIDAY 9PM EMTL

WAVE 3 STATISTICS EMBRYOLOGISTS BASIC PRINCIPLES

ZOOM webinar Free



APPLICABLE BIOSTATISTICS

lebzone Marvel ESEART

# ازاي أعرف؟

ان نتائج المختبر صحيحة و موثوقة

DATE 20 SEPT. FRIDAY 9PM EMTL

WAVE 3 STATISTICS EMBRYOLOGISTS BASIC PRINCIPLES

ZOOM webinar Free



APPLICABLE BIOSTATISTICS

lebzone Marvel ESEART

# متفوتش المجاني

فرصة الحضور

DATE 4 OCT. FRIDAY 9PM EMTL

WAVE 4 APPLIED STATISTICS EMBRYOLOGY LABORATORY

ZOOM webinar Free





SOCIAL MEDIA

Client:  tebzone

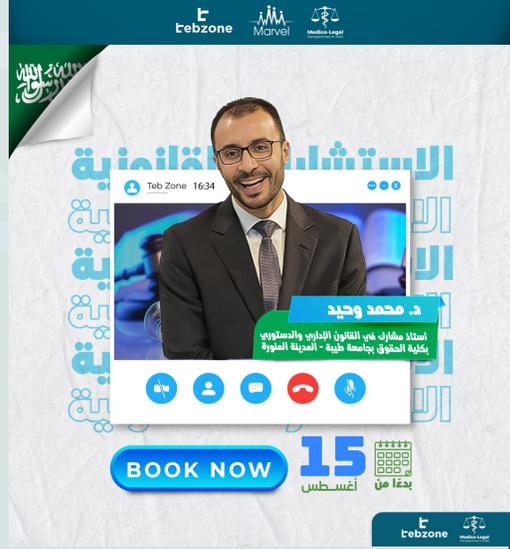




# SOCIAL MEDIA

Project:  **Medico-Legal**  
Perspectives in KSA

Client:  **Febzone**

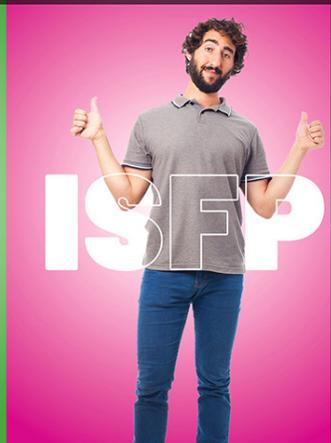




# SOCIAL MEDIA



## WHAT IS PERSONALITY ?





# SOCIAL MEDIA

Project:



Client:



جمجوم فارما  
Jamjoom Pharma

استعدوا  
رمضان كريم  
محتوى مميز طوال الشهر الكريم  
اصابتك بالسكري!

اصفحة كرتونية ممتعة مع شخصيات الحملة  
تمارين رياضية مع الكابتن فارس  
وصفات صحية مع الشيف نشوى  
نصائح وارشادات غذائية

امسح الرمز

Sponsored by  
جمجوم فارما  
Jamjoom Pharma

اصفحة كرتونية ممتعة مع شخصيات الحملة  
وصفات صحية بلا فلق وصفات صحية بلا فلق وصفات صحية  
فطيرة الدجاج بالجلسش  
حلقة (1)

Sponsored by  
جمجوم فارما  
Jamjoom Pharma

اصفحة كرتونية ممتعة مع شخصيات الحملة  
وصفات صحية بلا فلق وصفات صحية بلا فلق وصفات صحية  
فطيرة الدجاج بالجلسش  
حلقة (1)

Sponsored by  
جمجوم فارما  
Jamjoom Pharma

اصفحة كرتونية ممتعة مع شخصيات الحملة  
وصفات صحية بلا فلق وصفات صحية بلا فلق وصفات صحية  
فطيرة الدجاج بالجلسش  
حلقة (1)

Sponsored by  
جمجوم فارما  
Jamjoom Pharma

علامات تشير إلى  
اصابتك بالسكري!  
اصفحة كرتونية ممتعة مع شخصيات الحملة  
وصفات صحية بلا فلق وصفات صحية بلا فلق وصفات صحية  
فطيرة الدجاج بالجلسش  
حلقة (1)

Sponsored by  
جمجوم فارما  
Jamjoom Pharma

نصائح لتصوم براحة  
اصفحة كرتونية ممتعة مع شخصيات الحملة  
وصفات صحية بلا فلق وصفات صحية بلا فلق وصفات صحية  
فطيرة الدجاج بالجلسش  
حلقة (1)

Sponsored by  
جمجوم فارما  
Jamjoom Pharma





SOCIAL MEDIA

Project:



Client:



**قريبًا نشارككم كيف**  
يمكن لبعض الأطباق اليومية أن تحت قرفًا كبيرًا في صحتكم؟

Sponsored by جمجوم فارما Jamjoom Pharma

**عمره في رمضان تعدل حجة**  
استمع لنصائح دكتور التالبي، لكي تعمر بأمان

Sponsored by جمجوم فارما Jamjoom Pharma

**جدتي مريضة سكري وتصوم رمضان فهل الصيام خطر عليها؟**

Sponsored by جمجوم فارما Jamjoom Pharma

**علامات ارتفاع السكر أثناء الصيام**

- العطش الشديد
- كثرة التبول
- تشنج في الرؤساء
- صداع وضعوبة في التركيز
- تعب غير مبرر

Sponsored by جمجوم فارما Jamjoom Pharma

**استبدل الخوايب بالفواكه والخضروات الغنية بالألياف**

- قلل استهلاك الملح إلى 2300 مجم يوميًا
- اختر المحليات منخفضة السعرات في مشروباتك
- تناول السمك واللحوم الخالية من الدهون

Sponsored by جمجوم فارما Jamjoom Pharma

**فحوص ضغط الدم**  
فحوص الهيموجلوبين للكشف عن أي مشاكل لا يفسد صحة العين

Sponsored by جمجوم فارما Jamjoom Pharma

**د سكر يفدك كطبق إفطار صحي ومعتاد لمرضى السكري**  
كيف يكون إفطارك متوازنًا؟

Sponsored by جمجوم فارما Jamjoom Pharma

**ما هو النصف الطبي الصحيح؟**  
تابع قياس السكر بانتظام

Sponsored by جمجوم فارما Jamjoom Pharma

**عيد مبارك**

Sponsored by جمجوم فارما Jamjoom Pharma

**استمع بصياحك بلا ألم في المعدة**  
مع هذه الإرشادات لراحة معدتك

Sponsored by جمجوم فارما Jamjoom Pharma

**هدفنا سلامتك**  
لنزيد من تفاصيل حمل الفولون

Sponsored by جمجوم فارما Jamjoom Pharma

**اختيارك الصبح**  
تتمتع فرحة الصبح

Sponsored by جمجوم فارما Jamjoom Pharma

**شارك المعلومات مع مريض سكري**  
تتمنى له عيد سعيد

Sponsored by جمجوم فارما Jamjoom Pharma

**يامان**  
ويوم السجود أسبوعية

Sponsored by جمجوم فارما Jamjoom Pharma

**عيد مبارك**

Sponsored by جمجوم فارما Jamjoom Pharma

**هل تعاني من عسر الهضم في رمضان؟**  
شاركنا تجربتك في التعليقات

Sponsored by جمجوم فارما Jamjoom Pharma

**هل كل مرضى السكري يمكنهم الصيام بدون قلق؟**  
دكتور سكري رجيبي

Sponsored by جمجوم فارما Jamjoom Pharma

**علامات تحذيرية**  
لا يجب تجاهلها أثناء الصيام

Sponsored by جمجوم فارما Jamjoom Pharma





SOCIAL MEDIA

Project: Omega A.I.T

Client: **AIT**  
ACDIMA INTERNATIONAL TRADING

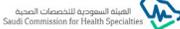
Omega A.I.T  
#هتفرق في يومك  
متوفر في الصيدليات





# INVITATIONS & EMAILERS






## Updates on the Management of Gout

Rheumatology
family Medicine
General Medicine

Pharmacy
Orthopedics
Internal medicine

**Prof. Dr. HATEM H ELEISHI**

- Esteemed Professor of Rheumatology at Cairo University
- Director of Dr. Hatem Eleishi Medical Center.
- Expert in autoimmune and rheumatic diseases, and dedicated educator and speaker in the medical community.



FRIDAY, JUNE 7TH, 2024. 08:00 PM KSA

ONLINE WEBINAR

**4 CME credit hours**  
under processing

Looking forward to meeting you soon

**CLICK HERE TO REGISTER!**



SCAN ME







WE INVITE YOU TO OUR WEBINAR

## DECODING YOUR PERSONALITY IN THE PROFESSIONAL WORLD

**3**  
JUNE

**2**  
PM

ONLINE  
WEBINAR

TOPIC
what is personality
Why personality
90/10 theory
Personality styles basics
Merrill Reid theory
DISC
Rorschach test
Personality Vs Prediction



**SPEAKER**  
Dr. Ahmed Samir  
Corporate trainer

FOR MEDICAL FIELD

**CLICK HERE TO REGISTER**





APPLICABLE  
BIOSTATISTICS



WAVE 4  
**APPLIED STATISTICS**  
EMBRYOLOGY LABORATORY





*Speaker*

**Dr. MOHAMED FAWZY**

• IVF Lab Director, Banon IVF Centers, Egypt.  
• Founder of Cairo Consensus Group on IVF Culture Conditions.



**DATE** 4 **TIME** 9PM

OCT. FRIDAY

**ZOOM webinar** Free



REGISTER NOW!









# INVITATIONS & EMAILERS

**rebzone** ONLINE WEBINAR

## BOTOX

**NEW NON COSMETIC indications**

**Dr. Khaled Gharib**

- Professor of Dermatology & Venereology,
- Aesthetic dermatology and LASER, Faculty of Medicine Zagazig University

**Fri. 5 July 2024** | **7 PM**

Marvel

ONLINE ONSITE

## Present Up

OWN THE STAGE

### ELEVATE YOUR PRESENTATION POWER

*Featuring:*

**Dr. / AMR HASSAN AL HASANY MD, FEBN**

CONSULTANT AND PROFESSOR OF NEUROLOGY, KASR AL AINY FACULTY OF MEDICINE, CAIRO UNIVERSITY, FELLOW, EUROPEAN BOARD OF NEUROLOGY

**27 SEPT. 10 AM** ZOOM ON SITE

Cairo Civil Education Center

REGISTER NOW!

Stemline A Masara Group Company

## BREAST CANCER JOURNAL CLUB

25<sup>th</sup> JUN • START AT 8:00 PM online webinar

### AGENDA

Time	Topic	Faculty
20:00 - 20:10	Opening & Introduction	Dr. Masha Al-Uhaidi
20:10 - 20:25	Navigating Current and Future Treatment Strategies in ER+ HER-2 ABC	Dr. Paolo Tarantino
20:25 - 20:35	Unraveling Molecular Heterogeneity and the Evolving Role of Liquid Biopsy	Prof. Volkmar Müller
20:35 - 21:20	Optimizing Therapeutic Selection and Sequencing Post CDK4/6 Inhibition	Dr. Maryam Lustberg
21:20 - 21:50	Interactive Panel Discussion	All Faculty
21:50 - 22:00	Closing Remarks	Dr. Masha Al-Uhaidi

**CHAIRMAN**  
**DR. METAB AL-FOHEIDI**  
- President of Saudi Oncology Society  
- Consultant Breast Medical Oncology - Princess Royal Oncology Centre

**OUR EMINENT SPEAKERS**

- DR. PAOLO TARANTINO**  
- Medical Oncologist, Research Fellow, Dana-Farber Cancer Institute, USA
- PROF. VOLKMAR MÜLLER**  
- UKB University Medical Centre, Hamburg, Uppermer, Germany
- DR. MARYAM LUSTBERG**  
- Associate Professor of Medicine, Medical Oncology, Yale University, New Haven, CT.  
- Deputy Director, Division of Breast Oncology, Yale Cancer Center, New Haven, CT.

2 CME credit hours

CLICK HERE TO REGISTER

Stemline Bait Alebdaa Health Solutions

**Breaking Barriers: OVERCOMING Remote COMMUNICATION**

**14 Nov.** **Time 7 pm - 9 pm** **zoom webinar Free**

**Dr. Ahmed Samir Corporate Trainer**

REGISTER NOW

rebzone Marvel





# ROLLUPS & BANNERS

Project: **Present Up**  
OWN THE STAGE

Client: **tebzone**



**Marvel**  
ENDLESS CREATIVITY

CREATIVE SERVICES

CME TRAINING  
RESEARCH IT SOLUTIONS  
E-LEARNING VISUALS  
ADVERTISING EVENT MANAGEMENT

OUR VALUED PARTNERS

gsk NOVARTIS sanofi SERVIER tabuk  
Pfizer PIRABET  
Lilly hikma

www.marvelwall.com

**Present Up**  
OWN THE STAGE

ELEVATE  
YOUR PRESENTATION  
POWER

MASTERING PRESENTATION SKILLS  
PRESENTATION STRATEGY  
PUBLIC SPEAKING

Speaker:

Dr.  
AMR HASSAN AL HASANY, MD, FEBN  
CONSULTANT AND PROFESSOR OF NEUROLOGY KASR  
AL AINY FACULTY OF MEDICINE CAIRO UNIVERSITY  
FELLOW EUROPEAN BOARD OF NEUROLOGY

tebzone Marvel

www.tebzone.net www.marvelwall.com www.aracme.com

**tebzone**  
www.tebzone.net

LEARN,  
DEVELOP & LEAD

OUR SERVICES

- Accredited Continuous Medical Education (CME) Courses
- Certified Programs
- Webinars and Workshops
- One-on-One Meetings
- Career Development Resources
- Event organization
- Networking Opportunities
- E-Learning services

OUR PARTNERS

Marvel MED, AAD Bait Alebdag

www.tebzone.net





# ROLLUPS & BANNERS



Because Everyone **DESERVES**

STADA

**Spektrum**  
On-The-Go Convenient Formula

- Zinc reduces the duration of symptoms in common cold & rhinovirus colds.
- Zinc & Selenium reduce hair loss & protect your nails from white discoloration.
- Spektrum® reduces COVID-19 infection severity.
- Spektrum® improves sperm count, motility, concentration, morphology and vitality.\*
- Spektrum® is easiest to administer as it is a slow dissolving lozenge.
- Spektrum® has a fast onset of action.
- Spektrum® taken once daily is sugar-free, with a sweet strawberry flavor.†

Spektrum is a registered trademark of STADA Arzneimittel AG. © 2021 STADA Arzneimittel AG. All rights reserved. \*Based on a study published in the Journal of Clinical Pharmacy and Therapeutics, 2019, 44, 1-10. †Based on a study published in the Journal of Clinical Pharmacy and Therapeutics, 2019, 44, 1-10.

Sovira  
Levera

**HAVE THE RIGHT KEY TO HEAL**  
USE THE RIGHT COMBINATION

- The Sovira/Levera combination provides a powerful tool in the treatment of HCV.
- The Sovira/Levera combination, with once-daily oral dosing, has good tolerability and limited drug-drug interactions in addition to high sustained virologic response rates.
- The Sovira/Levera combination with or without ribavirin is the safest and most effective sofosbuvir-based regimens in the treatment of patients with hepatitis C disease.
- The Sovira/Levera combination is an effective and safe treatment for hepatitis C patients who have severe renal impairment, including patients on hemodialysis.

Sovira is a registered trademark of Bristol-Myers Squibb. Levera is a registered trademark of Bristol-Myers Squibb. © 2021 Bristol-Myers Squibb. All rights reserved. \*Based on a study published in the Journal of Clinical Pharmacy and Therapeutics, 2019, 44, 1-10.



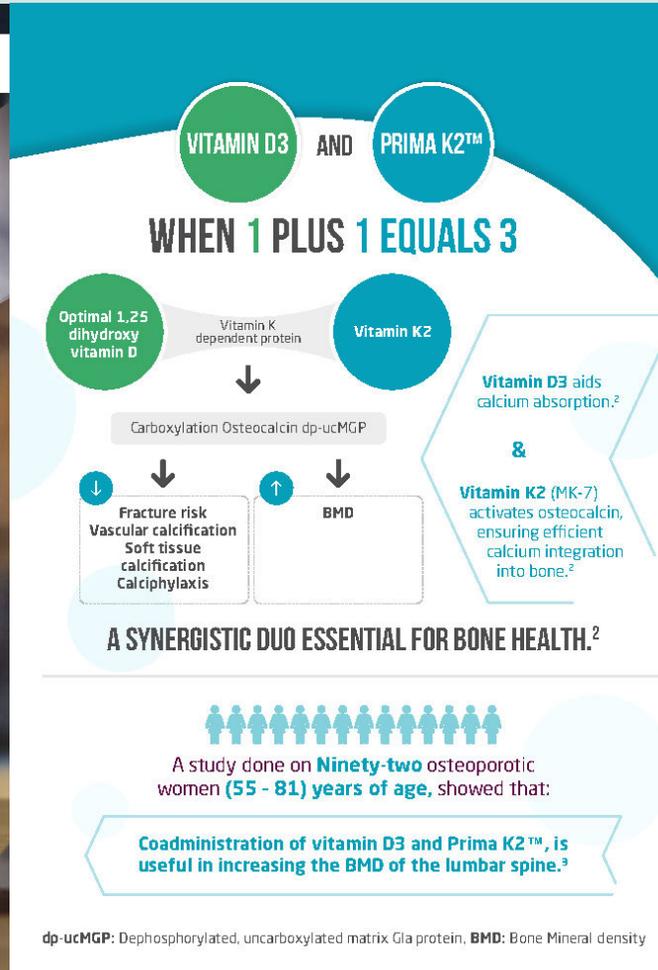




DROP-CARDS

Project: Prima K2™

Client: جمجوم فارما  
Jamjoom Pharma



### PRIMA K2™ HAS A MULTI-FACETED APPROACH GUARDS AGAINST BONE RESORPTION.<sup>1</sup>

Osteoprotective Power of Prima K2™: Vitamin K2 promotes Bone formation and stimulates osteoblasts differentiation.<sup>1</sup>

- Prima K2™ is a Champion Against Bone Resorption:** Vitamin K2 helps to stop Osteoclast Formation and Counters Bone Resorption.
- Prima K2™ and D3 represent together:** A synergistic duo essential for bone health where they work together to ensure efficient calcium integration into bones.<sup>2</sup>
- Prima K2™:** Each soft gel capsule contains the active substance vitamin K2, 100 mcg.<sup>3</sup>
- Recommended doses:** One to two soft gel capsules daily.<sup>3</sup>
- Prima K2™** is generally safe when used in normal doses with no recorded side effects.<sup>3</sup>

**Empower bone health for your patients - consider the synergistic benefits of Prima K2™ in conjunction with traditional therapies!<sup>4</sup>**

### OSTEOPROTECTIVE POWER OF PRIMA K2™

- Promotes bone formation.<sup>1</sup>
- Regulates mineralization of extracellular matrix.<sup>1</sup>
- Stimulates osteoblast differentiation.<sup>1</sup>
- Upregulates expression of bone marker genes.<sup>1</sup>
- Inhibits osteoclastogenesis.<sup>1</sup>

**Vitamin K2**

Matrix Gla Protein (MGP) → dp-ucMGP → Ca → Inhibition of vascular calcification

VKD-PROTEINS → Osteocalcin (OC) → OC → Ca → Promotion of bone mineralization

VKD: Vitamin K dependent; OC: Uncarboxylated osteocalcin; dOC: Carboxylated osteocalcin; dp-ucMGP: Uncarboxylated matrix Gla protein

**References:**

1. Athar S, and Rasool Chahwari, AA. 2018. Vitamin K and bone metabolism: a review of the latest evidence in medical studies. *Biomed research international*. 2018.
2. Van Borteloot AL, Pijp S, Tonneijck A, Grobik MS, and Verheijm H. 2017. The synergistic interplay between vitamin D and vitamin K2 for bone and cardiovascular health: a narrative review. *International journal of endocrinology*. 2017.
3. Iwamoto T, Takeda T, and Yamada S. 2020. Effect of combined administration of vitamin D3 and vitamin K2 on bone mineral density of the lumbar spine in postmenopausal women with osteoporosis. *Journal of osteoporosis research*. 35(5):546-551.
4. Krupar MH, Durrant HE, Smith E, Vermeer C, Thirumangalakudi E. Three-year low-dose menaquinone-7 supplementation helps to reduce bone loss in healthy postmenopausal women. *Osteoporos Int*. 2013; 24(4):415-425. doi: 10.1007/s00198-012-2225-6. Epub 2013 Mar 23. PMID: 23525894.
5. Prima K2™ pamphlet.





PRESENTATIONS

Project: Present Up  
OWN THE STAGE

Client: 

Present Up  
OWN THE STAGE







# PRESENTATIONS

Project: **Present Up**  
OWN THE STAGE

Client: **lebzone**

**Speaker:**  
Dr. /  
AMR HASSAN, MD, FEBN  
PROFESSOR OF NEUROLOGY  
CAIRO UNIVERSITY

**Present Up**  
OWN THE STAGE

**Present Up** **Medium**

40% **VISUAL**  
Preference for seeing  
Eg: pictures, diagrams, flip charts, handouts, demonstrations, videos

20% **AUDITORY**  
Preference for listening  
Eg: hearing a lecture, dialogue, discussions, music

40% **KINAESTHETIC**  
Preference for touching, feeling and doing  
Eg: practicing skills, role play, simulations, anything hands-on

Marvel lebzone

**Present Up** **Dealing with podium anxiety**

- Check out the room in advance
- Begin in your comfort zone
- Begin with a slow, well-prepared intro.

Be prepared and practice

Practice deep breathing/ visualization techniques

Concentrate on the message

Marvel lebzone

**Present Up** **Tone**

Deviate from the norm for emphasis

Loudness Will you be using a microphone?

Pitch Vary to make points

Rate Watch your audience

Pause for effect Allow time for message to "sink in"

Marvel lebzone

**Present Up** **Tone**

Voice Intelligibility

- Articulation
- Pronunciation
- Vocalized pauses
- Overuse of stock expressions
- Substandard grammar

Voice Variability

- Rate of speech
- Volume
- Pitch or tone
- Emphasis

Marvel lebzone

**Present Up**

**Beginning**  
Outline the content and your angle and grab their attention

**Middle**  
Decide the best message order for logical flow of ideas

**End**  
Summarize the main points and restate your angle

Marvel lebzone

**Present Up** **Still More Planning Organization**

- Determine main points (1-5)
- Evidence
- Transitions
- Prepare outline
- In the actual room if possible
- Check equipment - load your slides in advance
- Back up

Marvel lebzone

**Present Up** **When Presenting**

- Be active - move
- Be purposeful - controlled gestures
- Variations - vocal (pitch, volume, rate)
- Be natural
- Be direct - don't just talk in front of the audience talk to them

Marvel lebzone

**Present Up** **What if I Don't Have the Talent Required?**

- Talent has nothing to do with making effective presentations.
- "Great speakers aren't born, they are trained."
- You acquire skills by having excellent presentation training and then practicing those skills.

Marvel lebzone





## PRESENTATIONS

**حملة للتوعية**

**عن مرض المكورات الرئوية**

**هدف الحملة**

زيادة الوعي حول مرض المكورات الرئوية بين العرب والناطقين باللغة العربية في السويد.





# PRESENTATIONS

### حملة للتوعية عن مرض المكورات الرئوية

الجمهور المستهدف

الناطقون باللغة العربية ← الجالية العربية

### القنوات المستخدمة

يوتيوب، فيسبوك، إنستغرام، تويتر

### الأفكار المقترحة للمحتوى

- حقائق ومعلومات عن مرض المكورات الرئوية.
- أعراض المرض وكيفية الوقاية منه.
- أهمية التطعيم ضد المكورات الرئوية.

### الأفكار المقترحة للمحتوى

- استضافة أطباء وخبراء للحديث عن المرض والإجابة على أسئلة المتابعين.
- جلسات توعية حول أهمية الفحص المبكر والتطعيم.

### أمثلة مقترحة لأنواع المنشورات المقترحة

منشور توعوي، فيديو قصير، انفوجرافيك

### الخطة الزمنية المقترحة

الأسبوع الأول: التركيز على نشر المعلومات الأساسية حول المرض.

الأسبوع الثاني: إطلاق فيديوهات وشهادات من الأطباء والمرضى.

الأسبوع الثالث: تنظيم جلسات بث مباشر مع الأطباء.

الأسبوع الرابع: مشاركة قصص نجاح ومقالات توعوية.

### هاشتاغات مقترحة للحملة

- #توعية\_المكورات\_الرئوية
- #صحتك\_تمننا
- #التطعيم\_يحمي
- #وقاية\_وحماية
- #نفس\_الحياة

### المنشور الأول

الجميع معرض للإصابة بعدوى المكورات الرئوية، ولكن الأشخاص الذين يعانون من الربو الحاد، مرض الانسداد الرئوي المزمن، أو السكري هم أكثر عرضة للخطر.

لا تنتظروا الحد موعدًا لتلقي الفحاح في مركز الصحي الآن وكن في أمان.

#الصحة\_العامة #التطعيم #الوقاية\_خير\_من\_العلاج

### الأفكار المقترحة للمحتوى

- شهادات من مرضى سابقين أو أطباء يتحدثون عن المرض.
- توضيحات مرئية حول كيفية انتقال المرض وكيفية الوقاية.

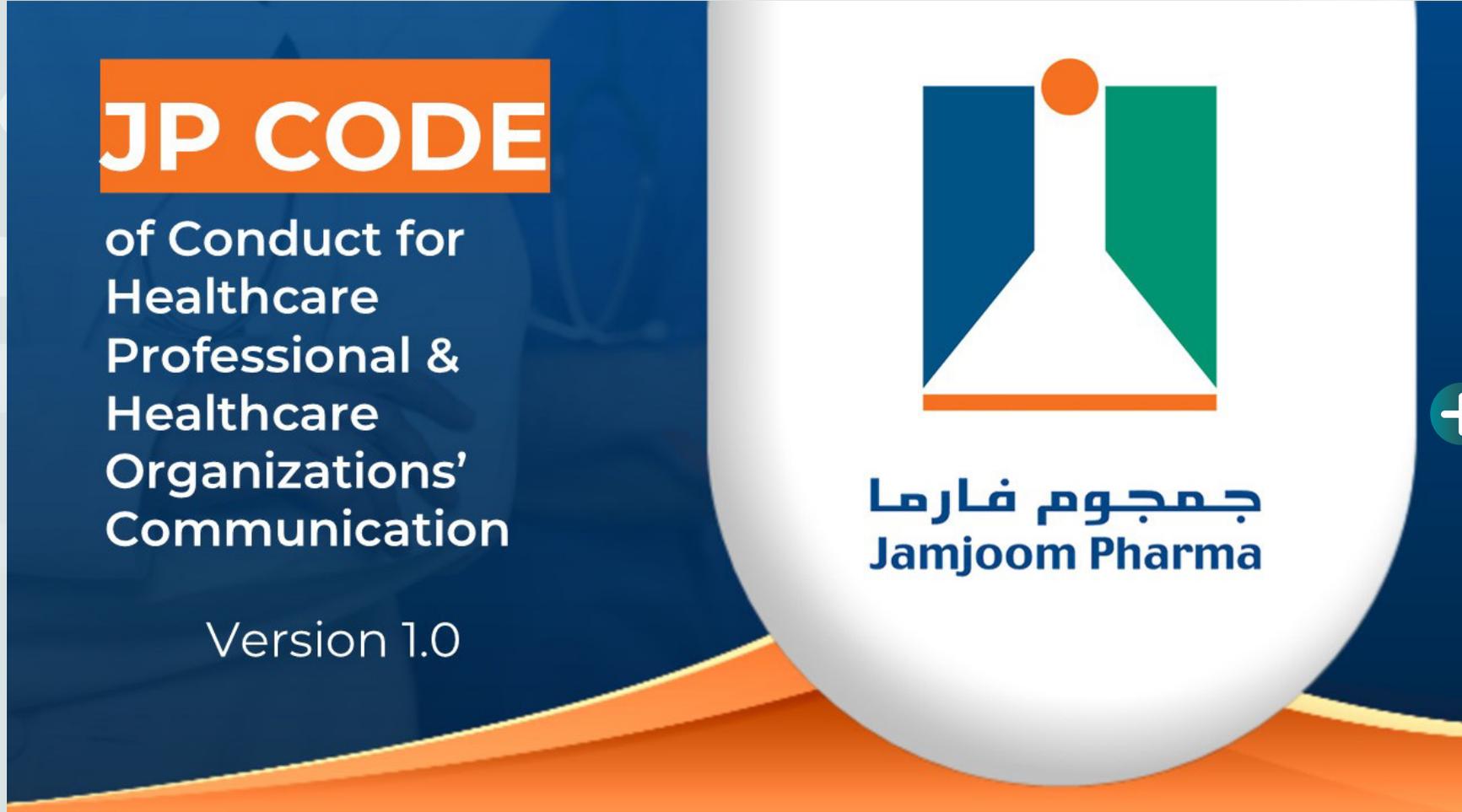




**PRESENTATIONS**

Project: Code of Conduct

Client:  **جمعجوم فارما**  
Jamjoom Pharma





# PRESENTATIONS

## Project: Code of Conduct

Client:  **جمجوم فارما**  
Jamjoom Pharma

### SECTION 1 Purpose



#### Purpose

Jamjoom Pharma is committed to acting with the highest standards of honesty, transparency and correctness when interacting with the scientific community.

Pharma Companies have a responsibility to provide accurate and up-to-date, balanced, and fair information about their products to healthcare providers, who in turn have a responsibility to deliver such information to patients.

Ethical relationships with HCPs and HCOs are a critical part of developing and marketing healthcare products. Physicians need to learn how to use new products. Jamjoom Pharma representatives have a key role in teaching them.

#### Promotional Activities

Jamjoom Pharma may interact with HCPs, either directly or via a third party, to promote products.

Interactions

Comparison to Other Products

Jamjoom Employees

- Derogatory language or indication should be completely avoided.
- Comparison can only be made relying on official scientific references and the approved in-label indications.

#### Introduction

In providing this information about our products, Jamjoom Pharma strives to ensure that such communications are accurate, substantiated, scientifically rigorous and consistent with applicable legal and regulatory standards.

Jamjoom Pharma provides medical information to HCPs and others about the use of our products.

#### Product Samples

Pharmaceutical samples must be permanently labelled.



#### Scientific Lectures and Meetings

All local health authorities' rules and regulations related to conducting scientific lectures and meetings must be implemented, and include:

- Speaker and chairperson can't be the same person for the same lecture.
- Explicit or indirect abuse of any party is prohibited.
- Speaker must be specialized, and chairperson must be Saudi.

#### Reporting Suspected or Actual Violations

Any employee with knowledge of suspected misconduct must report his / her suspicion promptly in line with the Whistle blowing Policy:

Email: Dedicated company email: [speakup@jamjoompharma.com](mailto:speakup@jamjoompharma.com)

Contact us: Call the reporting hotline: +966 12 614009 Ext. 3371 or 3336

Reporting: Fill out the form for reporting violations (<https://forms.office.com/r/qj4K2C2jpm>)

Employees who report potential misconduct in good faith or who provide information or otherwise assist in any inquiry or investigation of potential misconduct will be protected against retaliation.

#### Engagement of HCP/HCO Rules:

##### Engagement Rules

- Engagements of HCPs must be based on a legitimate business need for the service.
- Engagement must be confirmed in a written agreement signed by both parties.
- HCPs engaged must have the necessary experience to provide the specific service.
- Conflicts of interest must be identified before engaging the selected HCP.

#### Scientific Lectures and Meetings

All local health authorities' rules and regulations related to conducting scientific lectures and meetings must be implemented, and include:

- Approval is limited to scientific lectures directed to HCPs only
- Lecture should adhere to pre-defined content
- SFDA application fee 1000 SAR
- Approval for meeting outside Saudi
- SFDA approval





# PRESENTATIONS

Project: Decoding your personality

Client:  lebzone



# Decoding Your Personality

*In The Professional World*

**By**  
Ahmed Samir

The slide features a central photograph of a man with curly hair and a beard, wearing a suit and tie. He is shown in three different expressions: on the left, he has his hands on his head and a frustrated look; in the center, he has a wide-eyed, open-mouthed expression of shock or surprise; on the right, he has a calm, smiling expression. Each expression is framed in a white border. A green plus sign icon is overlaid on the bottom right corner of the photo area.





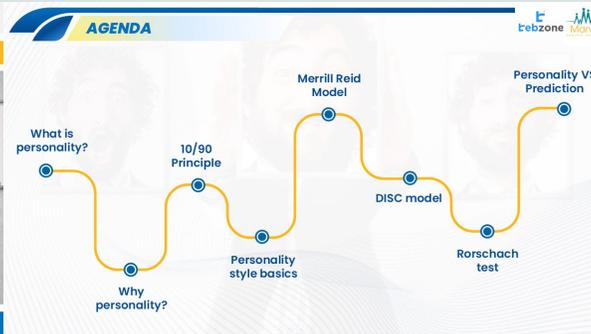
# PRESENTATIONS

Project: Decoding your personality

Client: tebzone

**Decoding Your Personality**  
In The Professional World

By **Ahmed Samir**

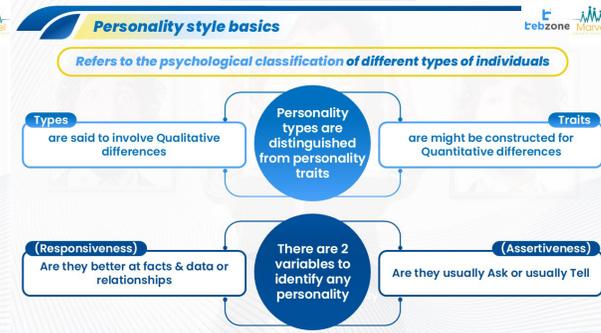
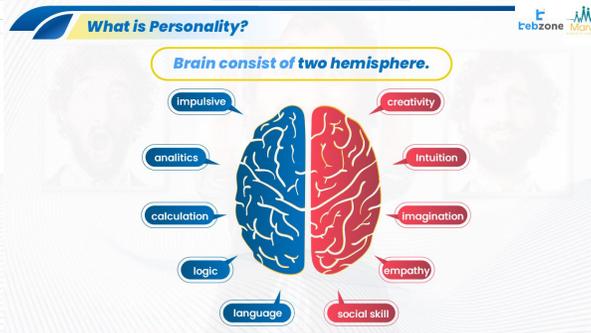
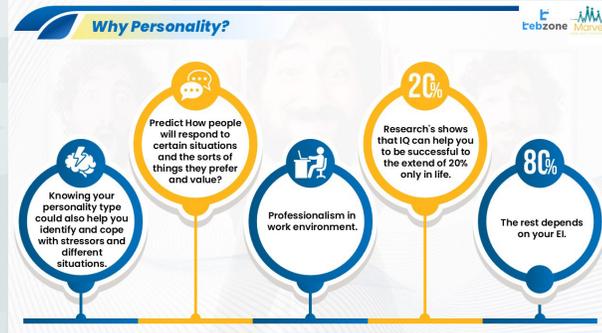


### WHAT IS PERSONALITY?

Personality is mix of two aspects

**TRAITS**

**Style**



### Merrill Reid Model

#### Analytical

- Strength
- Weakness

- They are serious and purposeful individuals.
- They set very high standards.
- They are orderly and organized.
- They want things done right from first time.
- They are economical.
- They are self-disciplined.



### What is Personality?

Personality is like an....

**Behavior** (above water)

**Attitude** (below water)





PRESENTATIONS

Project: Ramadan Campaign

Client:  جمعجوم فارما  
Jamjoom Pharma



MED.ADD

Ramadan Campaign

جمعجوم فارما  
Jamjoom Pharma





# PRESENTATIONS

## Project: Ramadan Campaign

Client: **جمجوم فارما**  
Jamjoom Pharma

### Ramadan Campaign

### أفكار مقترحة للسوشيال ميديا

إنشاء صفحات على منصات تويتر / تيك توك / انستجرام / سناب شات / فيس بوك / لينكدان

لينكدان / فيس بوك / لينكدان

### أفكار مقترحة لموسم الرياض

المشاركة ببرنامجين بموسم الرياض بحملة توعية، إقامة جناح صحي يقدم خدمات استشارية أو معلومات توعوية حول الصحة والسلامة.

البناء من 12 أكتوبر وستمر لغايات 2025

### أفكار مقترحة للويستات / فيديوهات قصيرة

#### وصفات رمضانية صحية:

تقديم وصفات تقليدية مع لمسة صحية، مع التركيز على مكونات مفيدة للجهاز الهضمي.

### شعارات مقترحة للحملة

لغة عربية / سعودي

جدد طاقتك بوضع صحي

صومك صحي، هضمك سليم

رمضان صحي، هضم طبي

رمضان من غير عوار

سlogan / رمضان

معدتك بخير... رمضانك غير

رمضان بركة... وصحتك حركة

رمضان هيلثي: دليل العناية بالجهاز الهضمي

رمضان فيت: صحة هضم على مدار الشهر

### أفكار مقترحة لاستغلال الايام العالمية

ربط العالمية برؤية الدولة 2030

نضع الالوجي الصور لاهتمامهم برؤية المحطة في 2030 ربط العالمية برؤية الدولة 2030

استغلال الايام العالمية مثل: اليوم العالمي لمكافحة السمنة

الموافق يوم 4 مارس

الهدف

- العلاقة الوثيقة بين صحة الجهاز الهضمي والسمنة وتقديم حلول مبتكرة.
- دور النظام الغذائي في صحة الجهاز الهضمي ومكافحة السمنة.
- العلاجات الحديثة للسمنة وأثرها على الجهاز الهضمي

### أفكار مقترحة

شيف

عمل حلقة يومية لمدة دقيقة مع شيف معروف وتطبيق وصفة مناسبة للصيام أو السحور

مثال: نائحة السيد / هشام باعشن

إعلان احترافي لمنتجات زي شاهد و watch it وتطبيقات توصيل الطعام مثل ghanger Station

إعلانات على منصات سوشيال ميديا

إعلان مدفوعة

### عمل موبايل أبليكشن

تحديات صحية: تنظيم تحديات لتحفيز المستخدمين على اتباع نظام غذائي صحي.

مذكرات غذائية: تساعد المستخدمين على تتبع نظامهم الغذائي.

وصفات مخصصة: تقديم وصفات تناسب احتياجات المستخدم الصحية.

استشارة طبيية: توفير خدمة استشارة طبيية عبر الأبلكيشن

### أفكار مقترحة للشخصية

"د. هضم" شخصية طبيب لطيف يشرح المعلومات الطبية بلغة بسيطة ومناسبة للجميع

"بطونتي" شخصية كرتونية مرحة وسهلة الذكرك، يمكن أن تكون بمثابة مرشد غذائي خلال شهر رمضان

أفكار اسم الشخصية: نهره - سعود - نائلة - رشان - لذيذ

تسلسل الشخصية: برندي الزي السعودي

تسلسل الشخصية: تظهر في كل الفيديوهات او الجورنالات او الإعلانات كأنها راعي للحملة " زي شخصية" متأسري رمضان على mbc





SCORM

Project: Dapzin™

Client:  جمجوم فارما  
Jamjoom Pharma



 جمجوم فارما  
Jamjoom Pharma

**Dapazin™**

# Reason To Believe

**START COURSE**

**Dapazin™ 5 mg**  
dapagliflozin  
30 film coated

**Dapazin™ 10 mg**  
dapagliflozin  
30 film coated tablets





SCORM

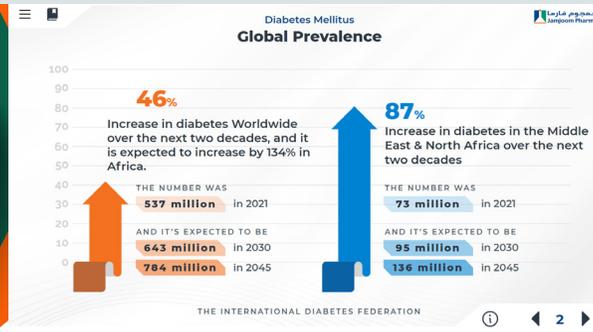
Project: Dapzin™

Client:  جمجوم فارما  
Jamjoom Pharma



**Diabetes Mellitus**

START COURSE



### Biguanides (Insulin Sensitizers) Metformin

Biguanides are used as a standard anti-hyperglycemic agent.

**MECHANISM OF ACTION:**

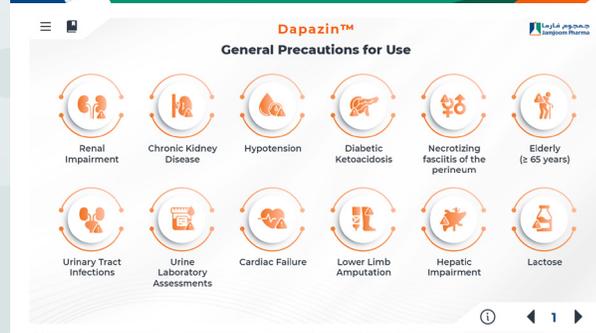
- Intestine: ↓ glucose absorption leading to ↓ postprandial glycaemia
- Liver: ↓ hepatic glucose output from lactate
- Muscles: ↑ glucose uptake

**Primary Action:** Decrease glucose production

**Other Actions:** ↑ Glucose uptake, ↑ Insulin sensitivity, ↑ Fatty acid oxidation, ↓ Intestinal glucose absorption

NOTE: METFORMIN DOES NOT CAUSE THE RELEASE OF INSULIN FROM THE PANCREAS

### Dapazin™ General Precautions for Use



- Renal Impairment
- Chronic Kidney Disease
- Hypotension
- Diabetic Ketoacidosis
- Necrotizing fasciitis of the perineum
- Elderly (≥ 65 years)
- Urinary Tract Infections
- Urine Laboratory Assessments
- Cardiac Failure
- Lower Limb Amputation
- Hepatic Impairment
- Lactose

### Dapazin™ Competitive Environment

GLP-1 RAS

- Both provides glycemic control.
- Dapazin has benefits versus the neutral effect of GLP-1 RAs on HF.
- Both provides benefit on renal endpoints.
- Both provides weight loss.

Comparison list:

- Vs. Same class "SGLT2 INHT"
- Vs. DPP4i
- Vs. GLP-1 RAs
- Vs. SU
- Vs. TZDs
- Vs. Metformin
- Vs. Insulin

### Prevalence of Diabetes Mellitus in Saudi Arabia

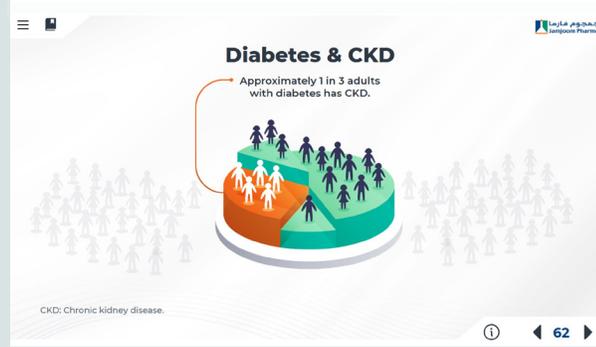
4.3 Million

**18.7%** Is the prevalence of diabetes in adults in Saudi Arabia.

Diabetes prevalence in Saudi Arabia is higher than the global and the Middle East.

### Diabetes & CKD

Approximately 1 in 3 adults with diabetes has CKD.



CKD: Chronic kidney disease.

### Metabolic Syndrome Management

LIFE-STYLE MODIFICATION: Weight reduction requires a combination of:

- Caloric Restriction
- Increased physical activity
- Behavior modification

PHARMACOLOGIC MANAGEMENT: To manage insulin resistance, which is the main pathophysiological mechanism for the metabolic syndrome

- SGLT2 inhibitors (Dapazin)
- Biguanides (Metformin)
- Thiazolidinediones

SGLT2: Sodium-glucose co-transporter-2.

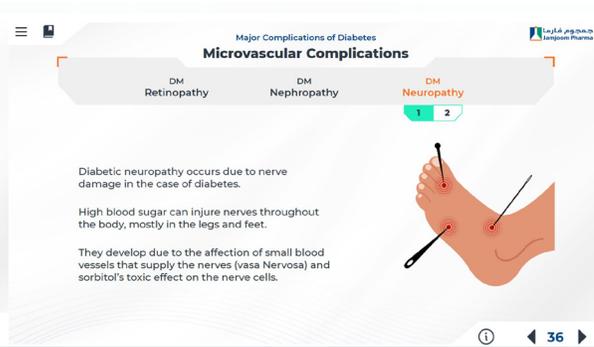
### Major Complications of Diabetes: Microvascular Complications

DM Retinopathy, DM Nephropathy, DM Neuropathy

Diabetic neuropathy occurs due to nerve damage in the case of diabetes.

High blood sugar can injure nerves throughout the body, mostly in the legs and feet.

They develop due to the affection of small blood vessels that supply the nerves (vasa Nervosa) and sorbitol's toxic effect on the nerve cells.






**SCORM**

**Project: Divinusmet®**

**Client: hikma.**

**Better health.  
Within reach.  
Every day.**

**Divinusmet® XR**  
Dapagliflozin/Metformin Extended-Release Tablets

**START**

**hikma.**





SCORM

Project: Divinusmet®

Client: hikma.

### hikma.

SECTION 1  
Role of SGLT2i in Diabetes Mellitus

START

Background:

The CVD-REAL study was concerned about comparative effectiveness of cardiovascular outcomes in new users of SGLT-2 inhibitors vs other glucose-lowering drugs in 13 countries across three continents.

CVD-REAL Data

5 Analyses of Data Stratified by Baseline

Based on analyses of data stratified by baseline characteristics, SGLT-2is are better than oGLD for the outcomes of:

- HHF
- All-cause death
- Composite of HHF or all-cause death
- Myocardial infarction and stroke.

2024 KDIGO Guidelines for the Evaluation and Management of Chronic Kidney Disease:

We recommend treating patients with type 2 diabetes (T2D), CKD, and an eGFR  $\geq 20$  ml/min per 1.73 m<sup>2</sup> with an SGLT2i (1A).

Once an SGLT2i is initiated, it is reasonable to continue an SGLT2i even if the eGFR falls below 20 ml/min per 1.73 m<sup>2</sup>, unless it is not tolerated or KRT is initiated.

It is reasonable to withhold SGLT2i during times of prolonged fasting, surgery, or critical medical illness (when people may be at greater risk for ketosis).

Dapagliflozin vs Empagliflozin in CKD<sup>1,2</sup>

Aim

Design

Intervention

Results: Dapagliflozin vs Empagliflozin in CKD<sup>1,2</sup>

DAPA-CKD Trial<sup>1</sup>

Group	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Placebo	2152	2029	1981	1864	1795	1783	1672	1643	1482	935	447	157
Dapagliflozin	2162	2038	2000	1894	1832	1785	1706	1682	1498	978	494	157

Change from Baseline in Estimated GFR

Results: Dapagliflozin Vs Empagliflozin in HFpEF<sup>1,2</sup>

Cardiovascular Insights: Dapagliflozin Vs Empagliflozin in HFpEF<sup>1,2</sup>

The DELIVER Trial<sup>1</sup>

The incidence of the components of the primary outcome favored the dapagliflozin group both in the overall population and among those with LVEF  $\geq 60\%$ , including:

- Worsening heart failure (hazard ratio in the overall population, 0.79; 95% CI, 0.69 to 0.91)
- Cardiovascular death (hazard ratio, 0.88; 95% CI, 0.74 to 1.05)
- Death from any cause (hazard ratio, 0.94; 95% CI, 0.83 to 1.07)

EMPEROR-Preserved Trial<sup>2</sup>

The total number of hospitalizations for heart failure was lower with empagliflozin than with placebo (hazard ratio, 0.73; 95% CI, 0.61 to 0.88; P=0.001).

Dapagliflozin vs Empagliflozin in HFpEF<sup>1,2</sup>

01 Primary outcome

02 Secondary outcome





SCORM

Project: Clara, Levozal & Deslor™

Client:  **جمجوم فارما**  
Jamjoom Pharma



 **جمجوم فارما**  
Jamjoom Pharma

# Clara™

for Allergic Rhinitis

[Start Course](#)

**Children's Clara™**  
Loratadine 5mg / 5ml  
Syrup

**Clara™**  
Loratadine 10mg / Tablet

Each 5 ml contains 5 mg measured Loratadine. Usual dose: Do not store above 30 °C. To be used within 1 month after opening. Keep out of reach of children. For indication, dosage and other information, see enclosed insert.

General Medicine  
Manufactured by Jamjoom Pharmaceuticals Co., Jeddah - Saudi Arabia.





SCORM

Project: Clara, Levozal & Deslor™

Client:  جمجوم فارما  
Jamjoom Pharma

**Allergic rhinitis**  
Start Course

**Prevalence of Allergic Rhinitis in Saudi Arabia**  
Children and adolescents exhibited a lower prevalence of AR than adults (13.7% vs. 31.1%).

Group	Prevalence %
Children	13.7%
Adults	31.1%

**Definition of Allergy**  
Allergy Symptoms: Runny Nose, Sneezing, Skin Rashes, Itchy Eyes, Anaphylaxis.

**Deslor™ drug profile**  
Desloratadine provides better satisfaction than fexofenadine, with similar efficacy to Bilastine and Rupatadine.  
Fast symptom relief!  
Truly non sedating!  
Can be taken in both renal and hepatic insufficiency, but the recommendation is to increase the dosing interval to 48 hours.

**Etiology of Allergy**  
The specific polymorphic types of MHC class II molecules expressed by an individual, play a role in determining whether the immune system will initiate an immune response to a particular protein or not.

**Urticaria Clinical Practice guidelines**  
According to The international EAACI/ GA<sup>2</sup>LEN/ EuroGuiDerm/APAAACI Guidelines 2022

- 1 First line (High quality evidence)
- 2 Second line
- 3 Third line

A short course of corticosteroids

**Pharmacological Category**  
Levozal contains Levocetirizine, the single R-isomer of the racemic mixture cetirizine dihydrochloride, a potent latest-generation antihistamine which has a higher affinity to H1 receptor in comparison to cetirizine.

**AR Clinical Practice guidelines**  
The use of first-generation agents is limited by the side effects of sedation and mucosal dryness.

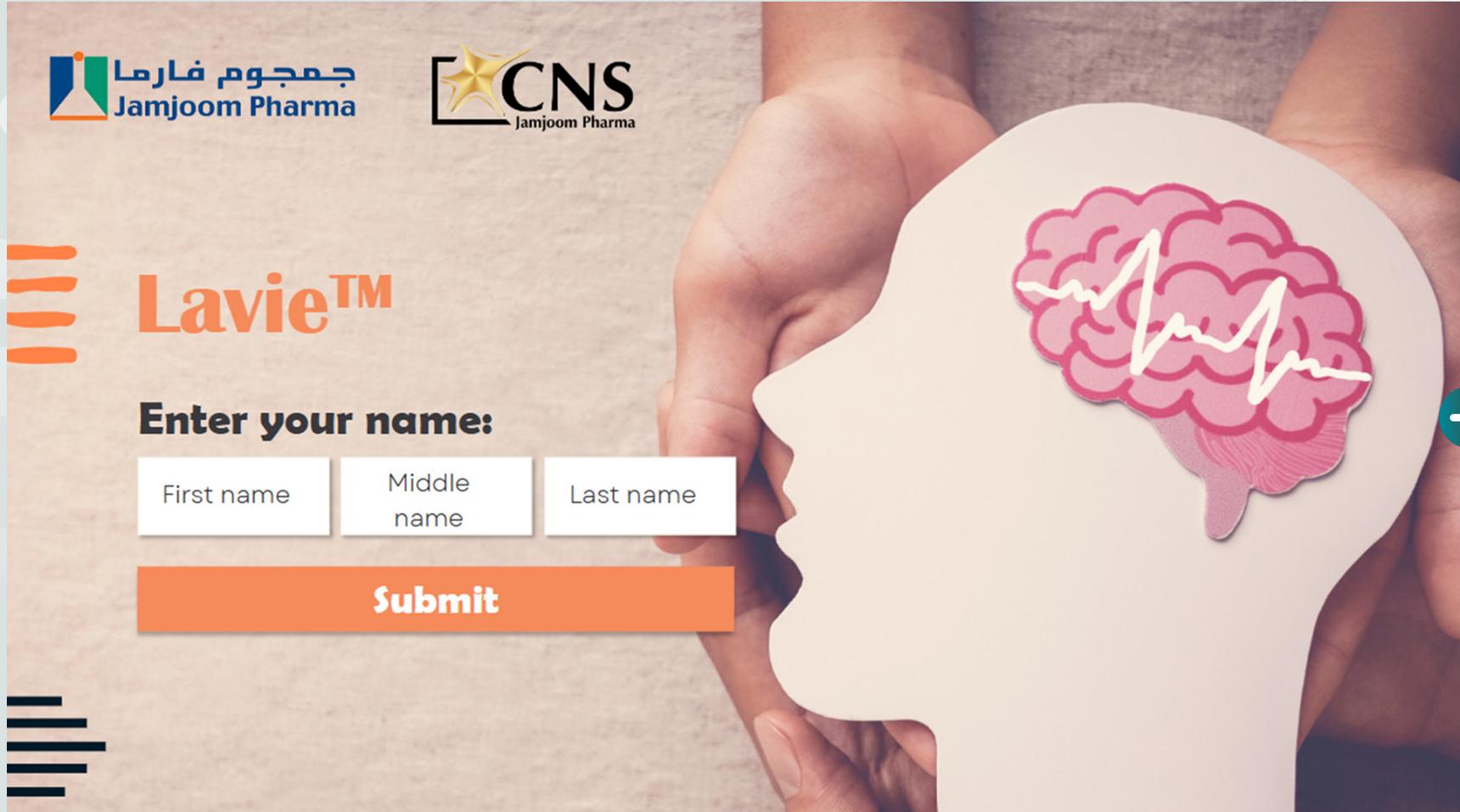




SCORM

Project: Lavie™

Client:  جمعجوم فارما  
Jamjoom Pharma



The advertisement features a background image of hands holding a white silhouette of a head with a pink brain and a white ECG line. In the top left corner, there are two logos: Jamjoom Pharma (جمعجوم فارما) and CNS (CNS Jamjoom Pharma). The product name 'Lavie™' is displayed in large orange letters. Below it, the text 'Enter your name:' is followed by three input fields for 'First name', 'Middle name', and 'Last name'. A large orange 'Submit' button is positioned at the bottom of the form area. A white plus sign icon is located on the right side of the brain graphic.





SCORM

Project: Lavie™

Client:  جمجوم فارما  
Jamjoom Pharma

**Epilepsy OVERVIEW**

Enter your name:

First name Middle name Last name

Submit

**EPILEPSY RISK FACTORS:**

- Age
- Family genes
- Head trauma
- Dementia
- Brain infection
- Childhood seizures
- Stroke & other various vascular disease

**1. West Syndrome (Infantile spasms):**

- Affect children before their first birthday (4-7 month).
- Sudden, involuntary muscle contractions or spasms.
- Frequently progresses to Lennox-Gastaut.

Infantile Spasms Hypsarrhythmia Developmental problems

**Contraindications**

**Hypersensitivity** (e.g., anaphylaxis or angioedema) to levetiracetam or any component of the formulation.

**Types of Seizures**

**FOCAL (PARTIAL) SEIZURE**

- Originate from **one part** of the brain (one hemisphere).
- Can be classified into **simple** or **complex** partial seizures.

**GENERALIZED SEIZURE**

- Affect **both sides** of the brain at the same time.

**EPILEPSY**

- Epilepsy** is a paroxysmal, or sudden disturbance of the **electrical** activity of the brain.
- Seizures** are characterized by **synchronous** or simultaneous firing (depolarization) of large group of neurons.
- Seizure** is the event and epilepsy is the disorder.

**Seizure freedom by dose level**

The proportion of patients with ≥6-months seizure freedom

Dose Level	Seizure free at 6 month	Dose level increased	Discontinuation
LEV 1000 mg	591	16.3	28.6
LEV 2000 mg	3.8	13.9	8.9
LEV 3000 mg	8.9	51	8.9

**Valproate Side effects**

- Vomiting
- Liver toxicity
- Retention of fat (weight gain)
- Appetite increase
- Enzyme inducer (liver)
- Alopecia
- Pancreatitis/pancytopenia
- Oedema (edema)
- Tremor/thrombocytopenia

**EPILEPSY Management Goals**

The management of patients with epilepsy is focused on three main goals: ==

- Controlling seizures
- Avoiding treatment side effects
- Maintaining or restoring quality of life





SCORM

Project: Duracan™

Client:  جمجوم فارما  
Jamjoom Pharma



The advertisement graphic features the Jamjoom Pharma logo at the top left. The main text reads "DURACAN™ FLUCONAZOLE". Below this is a form titled "Enter your name:" with three input fields for "First name", "Middle name", and "Last name", and a "Submit" button. To the right, there are two boxes of Duracan capsules, one labeled "1 Capsule" and "Duracan™ Fluconazole 150 mg". The background includes a large blue virus-like structure and a faint image of a doctor's face with a stethoscope.





SCORM

Project: Duracan™

Client:  جمجوم فارما  
Jamjoom Pharma

**FUNGAL INFECTIONS**  
Module 01

Enter your name:

First name Middle name Last name

Submit

**WELCOME DR.** Welcome Dr. Aya

**MECHANISM OF ACTION**

Fluconazole is a member of the **Triazole family**, one of the most widely used antifungal agents.<sup>1</sup>

It inhibits ergosterol synthesis, disrupts cell membrane function, and increases cellular permeability.<sup>1</sup>

**Diagram:** Shows the cell membrane layer with Ergosterol and Lanosterol. Fluconazole inhibits the conversion of Lanosterol to Ergosterol. Squalene is converted to Squalene peroxidase.

**Types of Fungi:** YEAST, Mould, Dimorphic

**ABOUT THIS COURSE**

This course was developed by **Jamjoom Pharma** to provide an immersive e-learning course designed to deepen the learner's knowledge of basics of fungi and fungal infections.

**It covers the following:**

- A The classification, properties, and structure of fungi, as well as the classification of fungal infections based on the site of infection.
- B Learners will also study pathogenic fungi, opportunistic mycoses, and the pathogenesis of superficial fungal infections.
- C Learners will gain a comprehensive understanding of fungi and common fungal infections specifically in Saudi Arabia.

**Lamifen® tablets**

**Indication:** Oral Terbinafine is indicated in the treatment of ringworms (Tinea corporis, Tinea cruris and Tinea pedis) where oral therapy is considered appropriate due to the site, severity, or extent of the infection. Also indicated in the treatment of onychomycosis.

**Dose & Duration:**

**LEARNING OBJECTIVES**

By the end of this course, learners should be able to:

- 1 Review classification & general properties of fungi & fungal structure.
- 2 Review Fungal infections classification according to the site of infection.
- 3 Review pathogenesis of different Superficial fungal infections.
- 4 Review treatment options for Fungal Infections.

**ORAL FLUCONAZOLE IS USED IN THE TREATMENT OF TINEA VERSICOLOR WITH CONFIDENCE**

**Bar Chart:** Shows the number of patients (0-35) for Completely cure, mycologic cure, and failure. N=40.

- Low incidence of side effects.
- Shorter treatment duration.
- Increased adaptation of the patients.

Dose: Fluconazole 300 mg weekly. Duration: 2 weeks.

At the week 4 visit, (75%) patients showed a complete cure and (77.5%) patients showed mycologic cure.

**RECURRENT VULVOVAGINAL CANDIDIASIS**

The burden of RVVC is **underestimated**. It compromises women's quality of life.

- Impaired sexual activity and satisfaction.
- Reduced physical and psychological wellbeing.
- High morbidity and medical care costs.

**Comparable efficacy of terbinafine and itraconazole on Fluconazole resistant tinea corporis and tinea cruris handling.**

Terbinafine is more effective than itraconazole in treating fluconazole resistant Tinea corporis and Tinea cruris.

**Bar Chart:** Shows clinical response (%) for Terbinafine (78.84%, N=52) and Itraconazole (39.13%, N=46). P<0.05.

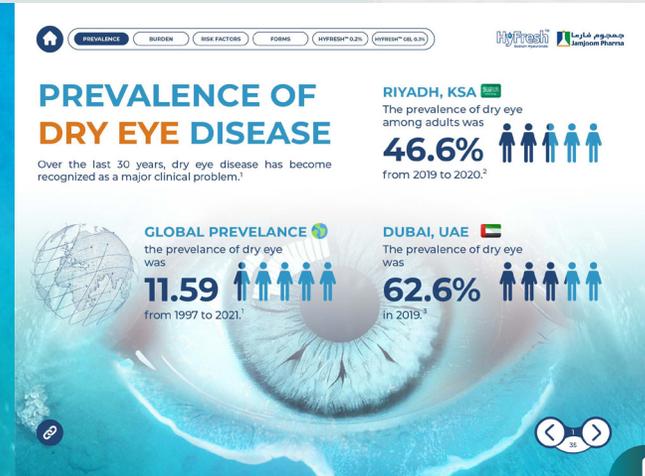




EDETAILING

Project: Hyfresh™

Client:  جمجوم فارما  
Jamjoom Pharma





EDETAILING

Project: Hyfresh™

Client: **جمجوم فارما**  
Jamjoom Pharma

### FAHD

Computer engineer

**Symptoms:**

- Sore, tired, burning or itching eyes.
- Watery or dry eyes.
- Blurred/double vision.

"I'm a computer engineer. I spend a lot of time staring at the computer screen, and recently I feel burning eyes and double vision."

### AMENA

Household

**Medical history:**

- Cataract extraction surgery

"I recently underwent cataract extraction surgery. I feel a foreign body sensation, itching and ocular pain."

### EMAN

Post photorefractive keratectomy

### ALY

Foreign Body Sensation

### SOUAD

Moderate to severe dry eye

### FATIMA

Contact lens

### HUSSEIN

Post mechanical damage

### HYFRESH™ 0.2%

Mild-to-moderate dry eye

### HYFRESH™ GEL 0.3%

Moderate-to-severe dry eye

### HYFRESH™ GEL 0.3% INCREASES TEAR FILM BREAK UP TIME (TFBUT)™

**Tear Film Break Up Time**

Hyfresh™ gel 0.3% increases posterior TFBUT (p<0.01).<sup>35</sup>

DFT: Phenol red test.

### HUSSEIN

Driver

**Medical history:**

- Corneal epithelial abrasion caused by mechanical damage

"A branch hit my eye. I suffer from severe pain in my eye, lacrimation, and foreign body sensation."

### PREVALENCE OF DRY EYE DISEASE IN UAE

PROPORTION OF DIFFERENT GRADES OF DRY EYE DISEASE MALES AND FEMALES IN DUBAI, UAE.

Gender	68.9% of males had DED*	51.8% of females had DED*
mild	33%	33%
moderate	33%	33%
severe	33%	33%

### PREVALENCE OF DRY EYE DISEASE IN KSA

PROPORTION OF DIFFERENT GRADES OF DRY EYE DISEASE IN 40 YEARS AND OLDER POPULATION OF RINGH GOVERNORATE (EXCEPT CAPITAL SAUDI ARABIA FROM 2015 TO 2017).

36% of the participants had DED
mild
moderate
severe





EDETAILING

Project: Spektrum™

Client: STADA

Because Everyone...  
**DESERVES**

STADA

Respiratory infection COVID-19 Male infertility Hair, skin and nails Pharmacists' tips Key messages

**Product Overview:**

- Food supplement to be dissolved on tongue
- 20 strawberry flavoured, sugar free lozenges

**Ingredients and dosage per 1 lozenge**

- Zinc 25 mg
- Vitamin C 30 mg
- Selenium 45 mcg

**High-dose zinc, selenium and vitamin C, perfect combination for:**

- Normal function of the immune system.
- Antioxidant, promoting overall health and lowering the risk of chronic diseases and ageing-related problems.
- Promoting male fertility and supporting healthy testosterone levels.

**Why Spektrum? Slow-dissolving lozenges with:**

- Ease of Administration & faster Onset of Action.
- Reduced gastrointestinal irritation & taste masking
- Enhanced patient Compliance.

REF SD

Respiratory infection COVID-19 Male infertility Hair, skin and nails Pharmacists' tips Key messages

**Zinc has a beneficial in improving oxidative stress status by changing biomarkers levels and should be encouraged in oxidative stress-related diseases**

REF SD

**Zn**

Oxidative stress is characterized by an imbalance between oxidants and antioxidants. This metabolic disturbance leads to consequent oxidative damage in the cells and tissues.

\*malondialdehyde (MDA), total antioxidant capacity (TAC), glutathione (GSH)





EDETAILING

Project: Spektrum™

Client: STADA

Respiratory infection COVID-19 Male infertility Hair, skin and nails **Pharmacists' tips** Key messages

### Zinc deficiency significantly impacts the cognitive function

Higher intake of certain nutrients including Zinc among older adults is associated with better cognitive function<sup>1</sup>

Higher intakes of nutrients including zinc, were associated with higher cognitive functioning test (CFT) composite z-scores (p<0.05 for all).

In females, lower zinc concentrations were related to poorer performance on tests of concentration.<sup>2</sup>

Zinc was positively associated with Blessed score (p=0.008).

**Spektrum**

Respiratory infection COVID-19 Male infertility **Hair, skin and nails** Pharmacists' tips Key messages

### Patient Profile:

**Meet Elaf**

**Mrs. Elaf, a 27-year-old female,** sought dermatological consultation with concerns about persistent hair loss and skin abnormalities.

**Medical History:** No chronic illnesses or significant medical conditions. She had not started new medications. However, she reported experiencing increased stress levels over the past few months.

**Presenting Symptoms:**  
**Hair Loss:** Gradual thinning of her hair, primarily concentrated on the crown and frontal areas of her scalp.  
**Skin Abnormalities:** Persistent dryness, redness, and occasional flakiness on her face, particularly around the nose and forehead.

**Diagnostic Findings:**  
**Hair Analysis:** Increased hair shedding with a pattern consistent with androgenetic alopecia (female pattern hair loss).  
**Skin Biopsy:** Showed signs of mild dermatitis and a compromised skin barrier, possibly exacerbated by excessive use of skincare products.

**Spektrum**

Respiratory infection COVID-19 Male infertility Hair, skin and nails **Pharmacists' tips** Key messages

### Efficacy of zinc against rhinoviruses

**A) Rhinovirus (Cold virus)** Attached to receptor

**B) Zinc binds to ICAM-1 Receptors,** so prevents Rhinovirus from binding to its receptors

**A) Ionic zinc,** based on its electrical charge, also has an affinity for ICAM-1 receptor sites and exert an antiviral effect by attaching to the ICAM-1 receptors

**B) Zinc blocks the binding of rhinoviruses** and hence prevents the infection.

Positive value of zinc in reducing the duration and severity of symptoms of the common cold when administered within 24 hours of the onset of common cold symptoms.

**Spektrum**

Respiratory infection **COVID-19** Male infertility Hair, skin and nails Pharmacists' tips Key messages

### Nutritional Supplement with Selenium, Vitamin C and Zinc significantly reduced the COVID-19 infection symptoms, number of days spent in the hospital and days required to turn viral negative by RT-PCR test.

Among the subjects receiving active treatment, the mean duration to reduce disease severity was 2.35 days, whereas, in subjects receiving placebo, the mean duration was 3.36 days, (p=0.033)

**Spektrum**

Respiratory infection COVID-19 Male infertility Hair, skin and nails **Pharmacists' tips** Key messages

### Rhinoviruses: an overview

- Rhinoviruses are the most frequent cause of the common cold and may play a role in asthma exacerbations.
- Most rhinovirus infections are mild, but they can cause severe illness, especially in people with weakened immune systems, asthma, or other underlying medical conditions.
- There are many different rhinovirus types.
- Rhinoviruses, like other respiratory viruses, usually occur year-round but tend to rise in early fall and spring.
- Human rhinoviruses, by attaching to the nasal epithelium via the intracellular adhesion molecule-1 (ICAM-1) receptor, cause most colds.

The highest incidence rate is from march to October

**Spektrum**

Respiratory infection COVID-19 Male infertility **Hair, skin and nails** Pharmacists' tips Key messages

### Zinc supplement resulted in an increased A/T hair ratio and a reduced hair loss rate

The average percent change in A/T hair ratio after 9 months, compared to the baseline, for each of the four study groups

The average percent change in hair loss after 9 months, compared to the baseline, for each of the four study groups

The average percent change in the A/T hair ratio

All three groups that received a treatment, had a reduced hair loss rate, but not the no-treatment control.

**Spektrum**





EDETAILING

Project: Sovira™

Client:



**Sovira**  
SOPHOSBUIR 400 MG  
CURE AT EASE

**Levera**  
DACLATASVIR

**HAVE THE RIGHT KEY  
TO HEAL  
USE THE RIGHT COMBINATION**

سيماكو الدوائية  
SPIMACO ADDWAEIH

The advertisement features a large, detailed illustration of a human liver. A hand is shown holding a key that fits into a keyhole on the liver. The key has two pills on it, one labeled 'S' and one labeled 'L'. The background is a dark blue with a subtle pattern of white dots and lines.

**HAVE THE RIGHT KEY TO HEAL USE THE RIGHT COMBINATION**

Reference

**Global Prevalence and treatment of HCV**

World Health Organization

In 2019 WHO estimated that **58 Million** persons were chronically infected and living with Hepatitis C.

Prevalence of Hepatitis C worldwide varies from **0.5%** to **2.5%** with the highest prevalence in the Eastern Mediterranean and Europe.\*

Still only **21%** had been diagnosed, and **13%** treated!

HCV: hepatitis C virus

Epidemiology Burden Proven Efficacy Patient Profile Summary

**HAVE THE RIGHT KEY TO HEAL USE THE RIGHT COMBINATION**

Reference Study Design

**Distribution of hepatitis C virus (HCV) genotypes in a Saudi Arabian hospital**

Genotype-4 (GT-4) is the most prevalent in the Middle East and Africa, which is responsible for more than 80% of infections.

Data on HCV genotypes in Saudi Arabia has shown that the predominant genotypes are GT-4 (52.6%) and GT-1 (38.6%), followed by GT-3 (5.2%), GT-2 (3.6%).

HCV: hepatitis C virus; GT: genotype

Epidemiology Burden Proven Efficacy Patient Profile Summary





EDETAILING

Project: Sovira™

Client:



### HAVE THE RIGHT KEY TO HEAL USE THE RIGHT COMBINATION

**01** Patient with chronic compensated hepatitis C Genotype 4  
[View More](#)

**02** Patient with chronic hepatitis C who had hepatic decompensation Genotype 3  
[View More](#)

**03** Patient with chronic hepatitis C and compensated Cirrhosis Genotype 4  
[View More](#)

**04** Patient with chronic hepatitis C who was Previously treated Genotype 1  
[View More](#)

Epidemiology | Burden | Proven Efficacy | **Patient Profile** | Summary

### HAVE THE RIGHT KEY TO HEAL USE THE RIGHT COMBINATION

Reference

#### Studies Summary & Key message

**01**

Sofosbuvir plus daclatasvir with or without ribavirin is the safest and most effective SOF-based regimen in the treatment of patients with compensated hepatitis C disease.<sup>1</sup>

**02**

Among different studies, hepatitis C, genotype 4 patients taking sofosbuvir/daclatasvir achieved 100% SVR12.<sup>2</sup>

**03**

Daclatasvir plus sofosbuvir. In cirrhotic hepatitis C patients, can achieve SVR.<sup>3</sup>

**04**

Daclatasvir plus sofosbuvir with or without ribavirin achieved 89% SVR after 24 weeks of treatment. 98% without cirrhosis. 88% with cirrhosis (including decompensated cirrhosis).<sup>4</sup>

**05**

Sofosbuvir (400mg) and daclatasvir (60mg) with or without ribavirin for a period of 12 to 24 weeks are considered the best treatment choice in patients suffering from chronic HCV infection treatment-experienced patients.<sup>5</sup>

Epidemiology | Burden | Proven Efficacy | Patient Profile | **Summary**

### HAVE THE RIGHT KEY TO HEAL USE THE RIGHT COMBINATION

Reference | Study Design

#### The total SVR with Daclatasvir plus sofosbuvir for hepatitis C virus genotype 3 reached 89%

Time Point	Total SVR (%)	Cirrhosis (compensated or decompensated) SVR (%)	No Cirrhosis SVR (%)
<10 wk	29	29	29
10-14 wk	81	70	88
14-20 wk	100	100	100
≥20 wk	87	84	88

SVR after 24 weeks of treatment was 89%; 98% without cirrhosis; 86% with cirrhosis (including decompensated cirrhosis). There was no SVR12 increase in those who received additional ribavirin for 24 weeks.

SVR: sustained virological response

Epidemiology | Burden | Proven Efficacy | Patient Profile | Summary

### HAVE THE RIGHT KEY TO HEAL USE THE RIGHT COMBINATION

**Medical History:** Chronic hepatitis C several years ago and had undergone a course of pegylated interferon and ribavirin therapy.

**Presenting Complaint:** Persistent fatigue.

**Diagnostic Workup:** HCV RNA Test: 100,000,000 IU/mL.

**Diagnosis:** Previously treated chronic genotype 1 HCV infection with treatment failure.

Name: **Fatma**  
Age: **52 Years**

Epidemiology | Burden | Proven Efficacy | **Patient Profile** | Summary

### HAVE THE RIGHT KEY TO HEAL USE THE RIGHT COMBINATION

**Medical History:** Chronic hepatitis C infection, which was diagnosed during a routine blood test. He is otherwise healthy and has not experienced any significant symptoms related to his hepatitis C.

**Presenting Complaint:** During a regular check-up. HCV RNA viral load: 850,000 IU/mL.

**Diagnostic Workup:**  
1. HCV RNA Test: Confirms the presence of hepatitis C virus (HCV).  
2. Liver Function Tests: Reveals normal liver enzyme levels, indicating a compensated state.

**Assessment:** Liver Fibrosis Assessment: A FibroScan or liver biopsy is performed to assess the extent of liver fibrosis. Results indicate a mild level of fibrosis.

**Diagnosis:** Chronic compensated genotype 4 hepatitis C.

Name: **Abdulla**  
Age: **48 Years**

Epidemiology | Burden | Proven Efficacy | **Patient Profile** | Summary

### HAVE THE RIGHT KEY TO HEAL USE THE RIGHT COMBINATION

Reference | Study Design

#### Sofosbuvir in combination with daclatasvir or simeprevir for 12 weeks in noncirrhotic subjects chronically infected with hepatitis C virus genotype 1: a randomized clinical trial

Among the treatment-naïve patients, 100% (39/39) experienced SVR12 in the sofosbuvir/daclatasvir group versus 97.2% (35/36) in the sofosbuvir/simeprevir group, with a difference of -2.7% (95% CI, -14.1 to 6.4).

Although there was no statistically significant intergroup difference in SVR12 rates, the noninferiority of sofosbuvir/simeprevir to sofosbuvir/daclatasvir could not be established because the efficacies differed enough to be clinically relevant.

SVR12: sustained virological response at post-treatment week 12.

Epidemiology | Burden | Proven Efficacy | **Patient Profile** | Summary





EDETAILING

Project: Hepavir™

Client:



**Fast Facts on Global Hepatitis B**

**In 2019**  
WHO estimates that **296 million** people were living with chronic hepatitis B infection.<sup>1</sup>

**In 2022**  
an estimated global prevalence of HBV infection as **3-2%** corresponding to **257.5 million** individuals positive for HBsAg.<sup>2</sup>

Global prevalence of chronic hepatitis B infection (WHO 2019):

- Africa Region
- Eastern Mediterranean Region
- South-East Asia Region
- Western Pacific Region
- Region of the Americas
- Europe Region

Prevalence Incidence Burden Patient profile summary

---

**TDF and ETV are similarly effective in achieving undetectable HBV-DNA in the long-term period**

6 months treatment period

the viral suppression and liver function improvement

long-term treatment duration

treatment of HBV related liver cirrhosis

TDF = 1.6 ETV RR = 4.008

renal damage hypophosphatemia

■ ETV ■ TDF

There is significant difference between TDF and ETV in eGFR level (P = 0.0034) and hypophosphatemia incidence (P = 0.006).

Prevalence Incidence Burden Patient profile summary





EDETAILING

Project: Hepavir™

Client:



### Patient profile 1

**Patient with positive chronic compensated hepatitis B**

**Ahmed**  
45 years, male

Mr. Ahmed presents with a history of chronic hepatitis B infection.

His current lab results show a positive HBeAg and a high viral load, indicated by an HBV DNA level of 2,500,000 IU/mL. His ALT level is elevated at 78 U/L.

His ultrasound shows the liver in normal size with no mass, and borderline splenomegaly.

He reports intermittent episodes of fatigue and abdominal discomfort.



Prevalence Incidence Burden **Patient profile** summary

### Entecavir demonstrated superiority to adefovir for reduction in HBV DNA

a randomized, open-label study

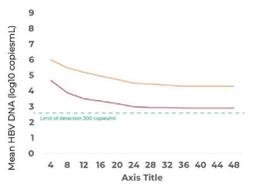
The entecavir group showed a **higher proportion** of subjects who achieved HBV DNA < 300 copies/mL at

**weeks 24**

49% entecavir vs 36% adefovir (P < 0.0001)

**weeks 48**

87% entecavir vs 20% adefovir



Prevalence Incidence Burden **Patient profile** summary

### Studies Summary & Key message

- Entecavir **had efficacy** in HBeAg-positive and negative chronic hepatitis B patients, as well as cirrhotic hepatitis B patients.
- ETV, TDF, and TAF were **safe antiviral agents** and showed similar antiviral effect for CHB at 48 weeks.
- Patients under TDF therapy may have more risk of suffering from **renal damage and hypophosphatemia**.
- TAF increases **lipid profiles levels** in comparison to Entecavir which does not affect them.

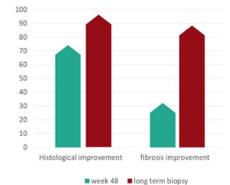


Prevalence Incidence Burden **Patient profile** summary

### Long-term entecavir therapy results in the reversal of fibrosis/cirrhosis and continued histological improvement in 96% of patients with chronic hepatitis B

At long term entecavir therapy,

**88%** of patients had fibrosis improvement, including all 10 patients with advanced fibrosis or cirrhosis at the phase 3 baseline.



Prevalence Incidence Burden **Patient profile** summary

### Patient profile 5

**CVD Patient with Chronic hepatitis**

**Fatma**  
50 years, female

Mrs. Fatma presents with a history of chronic hepatitis B infection and ischemic heart disease.

Her current lab results show a negative HBeAg and a high viral load, indicated by an HBV DNA level of 2,000,000 IU/mL. Her ALT level is elevated at 77 U/L. Her lipid profile is corrected on Atorvastatin 10 mg.

She reports intermittent episodes of fatigue, headache and restlessness.



Prevalence Incidence Burden **Patient profile** summary

### Entecavir for patients with HBeAg-negative chronic hepatitis B Achieved

- 70%** For the ALT normalization rate, no difference was observed between **TDF** and **ETV**.
- 90%** For Undetectable serum hepatitis B virus (HBV) DNA levels according to a polymerase-chain-reaction assay.
- 78%** Normalization of alanine aminotransferase levels.

**The mean reduction in serum HBV DNA levels from baseline to week 48 was (5.0 log [on a base-10 scale] copies per milliliter).**

Prevalence Incidence Burden **Patient profile** summary





EDETAILING

Project: Prima K2™

Client:  **جمجوم فارما**  
Jamjoom Pharma



**MEET YOUR PATIENTS**



**meet SAADA**  
65 YEARS  
Post menopausal osteoporosis

START



**meet SAMIR**  
70 YEARS  
Spontaneous Lumbar fracture

START

**CONNECT BONES**  
PROTECT & PROMOTE

PATIENTS' STORIES | POSTMENOPAUSAL OSTEOPOROSIS | BONE FRACTURES

---

**PRIMA K2™**  
CONTRIBUTES TO HINDERING BONE LOSS DISORDERS.<sup>1</sup>  
A systematic review and meta-analysis involving:



20 RCTS

&



3950 PATIENTS

Revealed that **PRIMA K2** in fractures and bone loss achieved:

**>50%**

**Reduction** in the incidence of clinical\* and vertebral\*\* fractures favoring vitamin K2. <sup>1</sup>

**Bone metabolism protection** in patients affected by significant bone loss. <sup>1</sup>

**CONNECT BONES**  
PROTECT & PROMOTE

PATIENTS' STORIES | POSTMENOPAUSAL OSTEOPOROSIS | BONE FRACTURES

\*For 0.44 (95% CI: 0.23 to 0.66)  
\*\*For 0.42 (95% CI: 0.27 to 0.58)





# EDETAILING

## Project: Prima K2™

Client: **جمجوم فارما**  
Jamjoom Pharma

### MEET YOUR PATIENT



**SAADA**  
65 YEARS

**SYMPTOMS<sup>1,2</sup>**

- Occasional back pain
- Height loss of 1.5 inches since menopause
- Previous wrist fracture and compression fracture of the spine

**RADIOLOGICAL INVESTIGATIONS<sup>1,2</sup>**

- Latest DEXA Scan:  
T-Score at lumbar spine: -2.5  
T-Score at femoral neck: -2

**DIAGNOSIS:**

- Postmenopausal osteoporosis

### PRIMA K2™ IS STRONGLY EFFECTIVE IN REDUCING INCIDENCE OF FRACTURES.<sup>1</sup>

A systematic review and meta-analysis involving:

19 RCTS

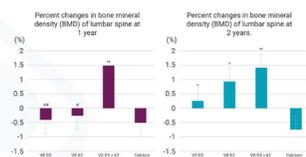
**60%**

Reduction in vertebral fractures.<sup>1</sup>

**80%**

Reduction in non-vertebral fractures.<sup>1</sup>

### PRIMA K2™ HAS A SIGNIFICANT & SYNERGISTIC EFFECT WITH VITAMIN D3 ON BONE MINERAL DENSITY.<sup>1</sup>



In the DK group, the corresponding percent changes in BMD of the lumbar spine at 1 and 2 years were 1.48% and 1.35% respectively.<sup>1</sup>

---

### MEET YOUR PATIENT



**SAMIR**  
70 YEARS

**SYMPTOMS<sup>1</sup>**

- New back pain exacerbated by movement

**RADIOLOGICAL INVESTIGATIONS<sup>1</sup>**

- ESRD with renal transplant
- Smoker

**DRUG HISTORY<sup>1</sup>**

- Cyclosporine A, tacrolimus and Glucocorticoids

**RADIOLOGICAL INVESTIGATIONS<sup>1</sup>**

- X-ray of the lumbosacral spine: Lumbar fracture

**DIAGNOSIS**

- Spontaneous Lumbar fracture

### PRIMA K2™ PLAYS A ROLE IN THE MAINTENANCE AND IMPROVEMENT OF VERTEBRAL AND FOREARM BMD.<sup>1</sup>

A systematic review and meta-analysis involving:

19 RCTS & 6759 PATIENTS

Revealed that **PRIMA K2** in osteoporosis achieved:

**50%**

Reduction in the incidence of fractures favoring vitamin K2.<sup>1\*</sup>

**SIGNIFICANT**

Increase of the bone metabolism marker OC & Reduction of uoc in the K2 group upon long term follow up.<sup>1\*\*</sup>

### PREDISPOSING FACTORS THAT CONTRIBUTE TO OSTEOPOROSIS AND/OR FRACTURES<sup>1</sup>

<b>LIFESTYLE FACTORS</b>	Alcohol abuse	Smoking (active or passive)
<b>ENDOCRINE DISORDERS</b>	Obesity	Thyrototoxicosis
<b>GASTROINTESTINAL DISORDERS</b>	Bariatric surgery	Inflammatory bowel disease
<b>RHEUMATOLOGIC DISEASES</b>	Rheumatoid arthritis	Epilepsy
<b>CONDITIONS</b>	Renal disease	Congestive heart failure
<b>MEDICATIONS</b>	Cyclosporine A and tacrolimus	Glucocorticoids

