

# ETHICOX-90 TABLETS

Etoricoxib I.P. 90 mg

"Powerful Pain Relief with Gastro-Safe COX-2 Selectivity"

**Marketed by:** Human Orthocare

A Subsidiary of Human Biolife India Pvt. Ltd.

[www.humanorthocare.com](http://www.humanorthocare.com)



# Product Overview

## Composition (per tablet):

 **Etoricoxib I.P. – 90 mg**

## Key Features:

- Highly selective COX-2 inhibitor (NSAID)
- Provides potent anti-inflammatory & analgesic action
- Gastro-protective compared to traditional NSAIDs
- Effective in musculoskeletal & inflammatory pain disorders



# Mechanism of Action

01

## COX-2 Selective Inhibition

Selectively inhibits cyclooxygenase-2 (COX-2) enzyme whilst preserving beneficial COX-1 functions

02

## Prostaglandin Synthesis Block

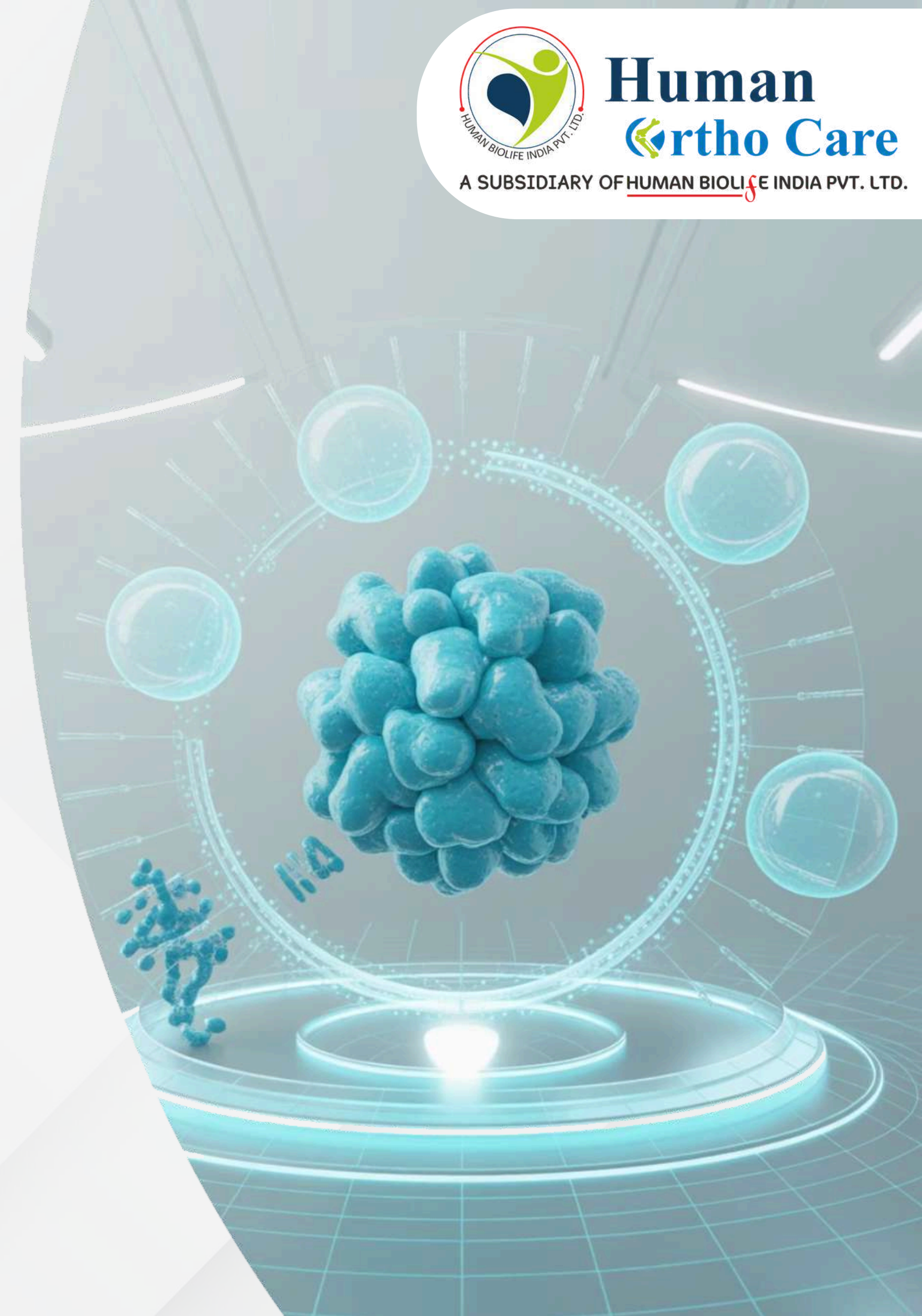
Blocks prostaglandin synthesis at inflammation sites, effectively reducing pain and inflammatory responses

03

## Gastric Protection

Preserves gastric COX-1 activity, significantly lowering risk of gastrointestinal irritation and ulcer formation

✓ **Result:** Strong pain relief with superior gastric safety profile



# Clinical Indications

Ethicox-90 Tablets are clinically recommended for a comprehensive range of pain and inflammatory conditions:



## Arthritis Management

Osteoarthritis & rheumatoid arthritis treatment with sustained relief



## Spinal Conditions

Acute & chronic low back pain, ankylosing spondylitis management



## Acute Gout

Rapid relief from acute gouty arthritis episodes



## Post-Operative Care

Effective post-operative orthopaedic pain management



## General Pain Relief

Musculoskeletal & dental pain conditions

# Clinical Advantages



## Potent Dual Action

Delivers powerful analgesic and anti-inflammatory effects for comprehensive pain management



## Superior Gastric Safety

Gastro-safe profile compared to traditional NSAIDs, reducing risk of gastrointestinal complications



## Convenient Dosing

Once-daily administration improves patient compliance and treatment adherence



## Quality of Life Enhancement

Provides improved mobility and enhanced quality of life for patients



## Versatile Application

Effective in both acute and chronic pain conditions across multiple therapeutic areas

# Comparison with Other NSAIDs

Ethicox-90 demonstrates superior clinical advantages compared to conventional NSAIDs:

Parameter	Ethicox-90 (Etoricoxib)	Diclofenac	Aceclofenac
COX-2 Selectivity	✓ High	✗ Low	⚠ Moderate
GI Safety	✓ High	✗ Poor	⚠ Moderate
Pain Relief Potency	✓ Strong	✓ Strong	✓ Moderate
Dosing Convenience	✓ Once Daily	✗ 2–3x Daily	✗ 2x Daily

# Dosage & Administration

1

## Standard Dosage

90 mg once daily

Administered orally with or without food

2

## Treatment Duration

Duration as per physician advice and condition severity

Regular monitoring recommended for extended use



**Important:** Use lowest effective dose for shortest duration necessary



**Contraindication:** Not recommended in patients with severe hepatic or cardiovascular disorders



# Safety & Tolerability

## Generally Well-Tolerated

Excellent safety profile with minimal adverse effects in clinical studies

## Possible Side Effects

- Mild gastric upset (significantly less vs traditional NSAIDs)
- Headache, dizziness, oedema (rare occurrences)
- Elevated liver enzymes (rare, reversible)

## Contraindications

- **Severe Organ Impairment**  
Severe hepatic, renal or cardiac impairment
- **Active GI Conditions**  
Active gastrointestinal bleeding or ulcer disease
- **Pregnancy & Lactation**  
Not recommended during pregnancy and breastfeeding
- **Hypersensitivity**  
Known hypersensitivity to Etoricoxib or excipients





## Why Prescribe Ethicox-90?

The Doctor's Choice for Comprehensive Pain Management



### Potent Once-Daily Relief

Convenient single daily dose ensures optimal patient compliance whilst delivering sustained pain relief throughout the day



### Superior Gastric Safety

Significantly safer gastric profile compared to conventional NSAIDs, reducing risk of gastrointestinal complications



### Broad Therapeutic Spectrum

Highly effective across arthritis, spondylitis, gout, and various musculoskeletal pain conditions



### Enhanced Patient Compliance

Simple once-daily dosing regimen significantly improves treatment adherence and therapeutic outcomes



### Trusted Quality Assurance

Backed by Human Orthocare's commitment to pharmaceutical excellence and rigorous quality standards



## Contact Us

Step into care that moves you forward.

Use with clinical discretion, especially in high-risk orthopedic conditions.

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**For medical queries or collaboration:**

 [www.humanorthocare.com](http://www.humanorthocare.com)