

Nutraceuticals in Tendinitis

By: Shubham Singh

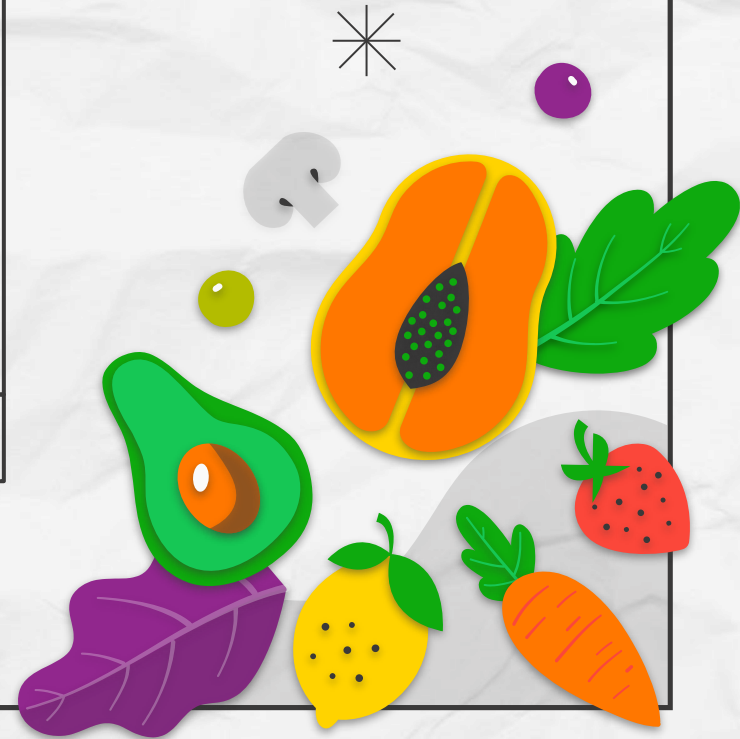
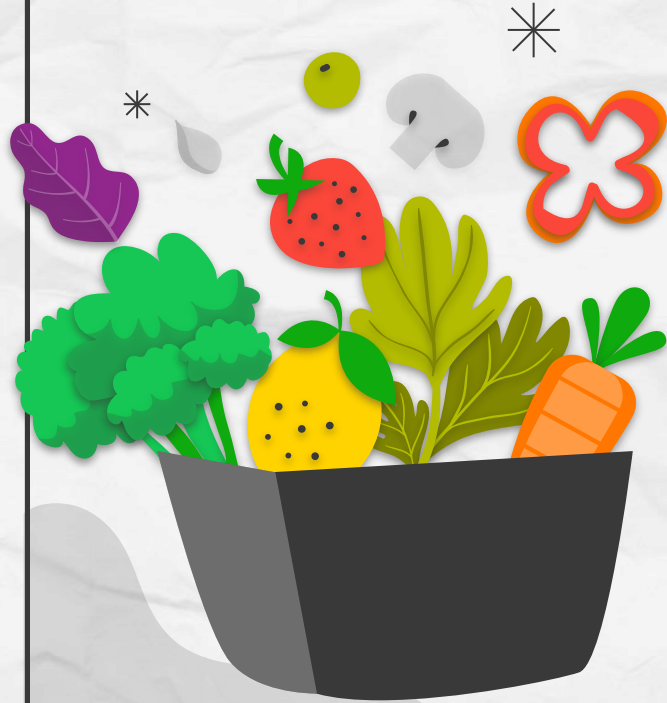


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*“Let food be thy medicine and
nutraceuticals be thy supplement.”*

-Hippocrates

01

Introduction





- Tendinitis is a condition characterized by inflammation and irritation of a tendon. Tendons are thick cords of tissue that connect muscles to bones, allowing for movement and stability of joints. Tendinitis typically occurs as a result of repetitive or excessive strain on a tendon, leading to micro-tears and subsequent inflammation. Common symptoms of tendinitis include pain, tenderness, and swelling in the affected area.
- The use of nutraceuticals in tendinitis is based on their potential to support the healing process and reduce inflammation. While the evidence is limited and more research is needed, some individuals find them helpful as complementary or alternative treatments.

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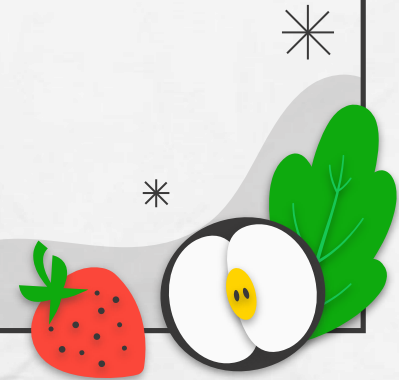
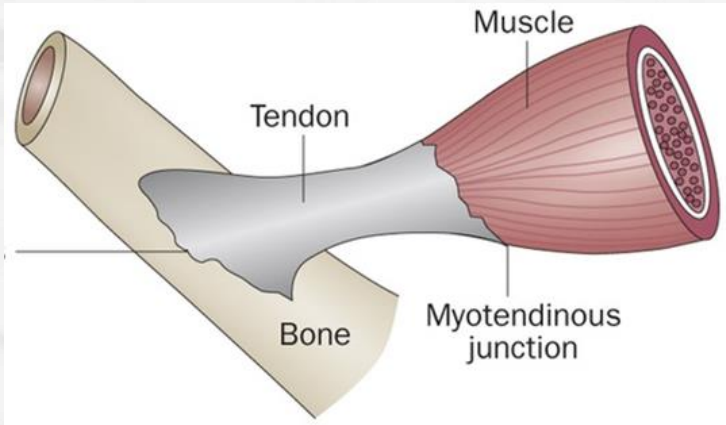
Here's how nutraceuticals may be used in tendinitis:

- Anti-inflammatory support
- Tendon healing support
- Pain management
- Nutritional support

Tendowell®



- ✓ A tendon is a fibrous connective tissue that attaches muscle to bone.
- ✓ Function: To transfer the muscle force to the bone to facilitate joint movement



✓ **Damage of tendons**, characterized by:



- ✓ Pain during rest
- ✓ Pain during activity
- ✓ Swelling at the affected site
- ✓ Decreased strength & movement of affected area

✓ **The most common reason is overuse of tendons**



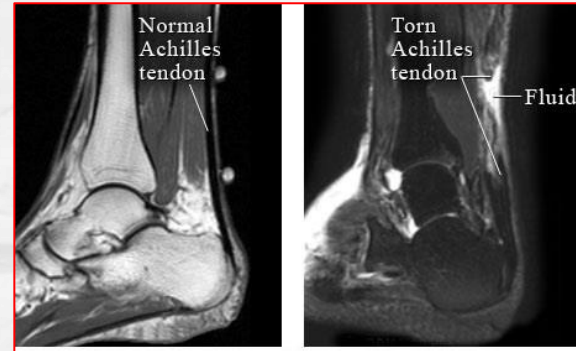
✓ Symptom Evaluation

- ✓ Gradual stiffness in tendon
- ✓ Pain during activity / rest
- ✓ Decreased function
- ✓ Local swelling & inflammation

✓ X-Ray

✓ Ultrasonography

✓ MRI



THERAPIES



• **Rest**



• **Ice packs**



• **NSAIDs**



• **Steroids**



■ NSAIDs

- Symptomatic relief only
- Cannot prevent collagen degradation
- Cannot address structural damage
- Long term use: side effects

■ Steroid injections

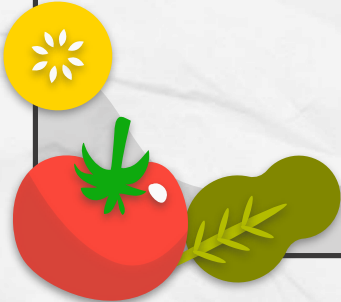
- Can inhibit collagen & other ECM synthesis in long term
- Recurrence is quite common



✱

✱ **Doctors also use hyaluronic acid, rosehip extract, glucosamine/chondroitin sulphate to treat tendinopathy.**

✱ **These molecules do not have any proven role in tendinopathy**

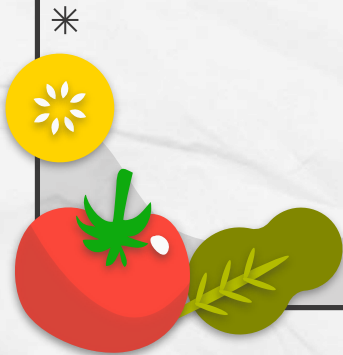


PRODUCT DESCRIPTION

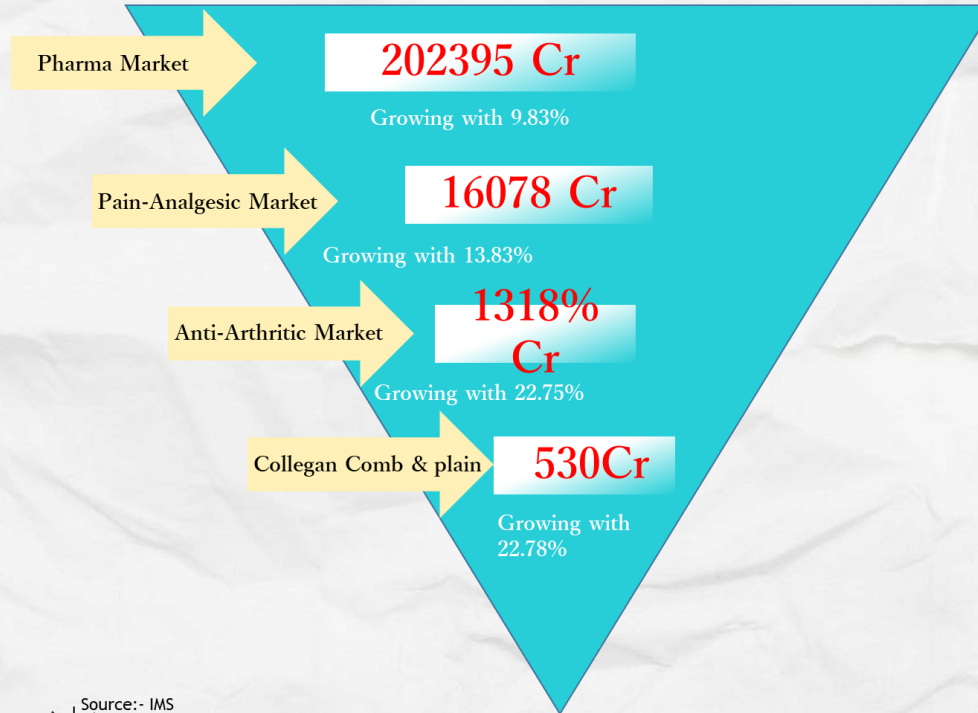
- Tendowell Capsule is used for Tissue repair, Brittle bone disease, Wound healing, Cell damage, Scurvy, Red blood cell production, Healing of wounds and other conditions. *
- Tendowell Capsule contains Collagen Type I, Mucopolysaccharide and Vitamin C as active ingredients.
- Tendowell Capsule works by producing collagen fibrils; blocking the damage caused by free radicals thus heals wounds.

INDICATIONS

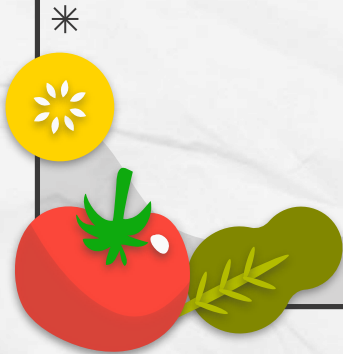
- Tissue repair
- Brittle bone disease
- Wound healing
- Cell damage
- Scurvy
- Red blood cell production
- Healing of wounds



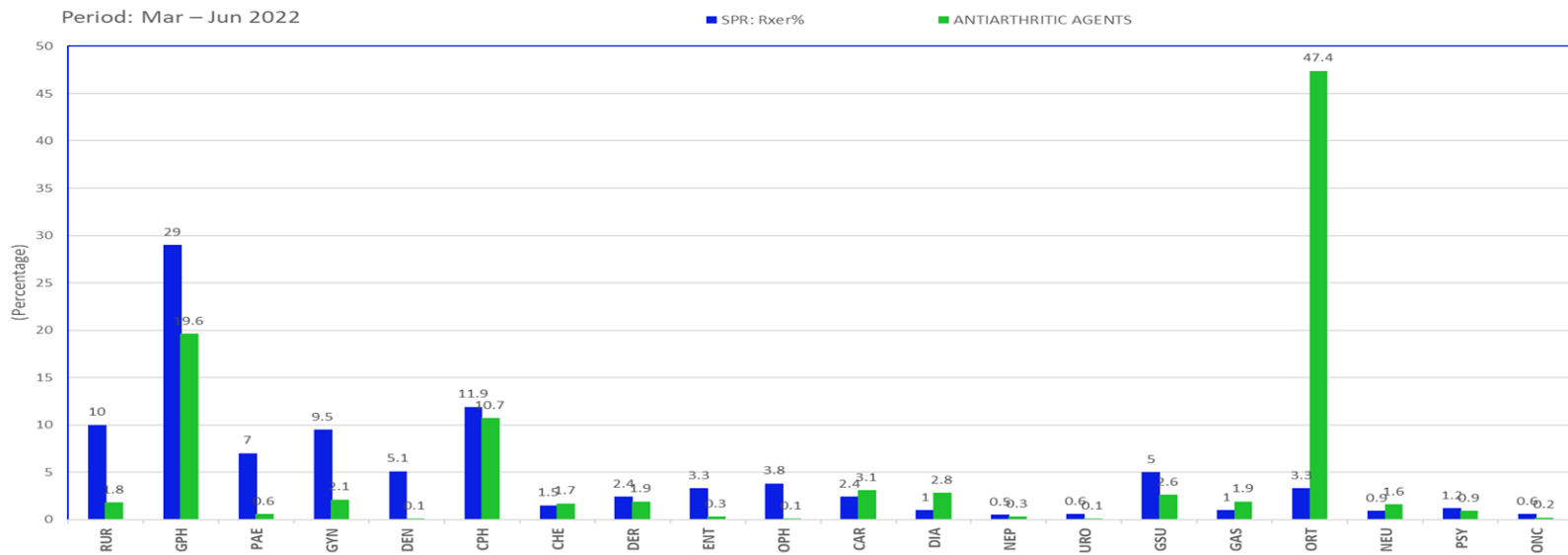
MARKET FUNNELLING



Source:- IMS



DATA ANALYSIS



SPR : Rx RESPONSE SHARE TREND

	MAR-JUN 2019	JUL-OCT 2021	NOV-FEB 2022	MAR-JUN 2022	(%) +/- in MAR- JUN 2022 over	(%) +/- in MAR-JUN 2022 over	
	6803	6801	7206	8106	MAR-JUN 2019	NOV-FEB 2022	MAR-JUN 2021
ANTIARTHRITIC AGENTS	100.0	100.0	100.0	100.0	19	12	54
COLLAGEN PEPTIDES TYPE ONE	19.8	19.0	21.2	20.5	23	9	54
COLLAGEN PEPTIDES TYPE TWO	17.1	16.4	17.2	17.4	21	14	56
DIACEREIN+GLUCOSAMINE+MSM (S)	10.7	10.6	10.3	11.0	22	21	89
GLUCOSAMINE PLAIN	8.8	8.7	8.6	8.9	20	15	54
GLUCOSAMINE+ CHONDROITIN	12.8	8.0	8.9	8.0	-26	1	42
GLUCOSAMINE + MICRONUTRIENTS	4.5	3.3	1.7	4.1	10	164	27
DIACEREIN+GLUCOSAMINE (S)	5.6	4.9	3.3	3.6	-25	21	19
UNIVESTIN	3.8	3.6	3.4	3.4	5	11	63
TOFACITINIB		2.8	2.0	3.2		86	154
DIACEREIN	2.6	3.2	2.4	2.5	14	16	32
CURCUMIN COMBINATION	0.2	3.6	3.6	2.3	1018	-27	84
S-ADENOSYL METHIONINE	3.2	2.2	2.2	2.3	-17	16	35
ROSEHIP EXTRACT	1.9	2.8	2.5	2.0	31	-6	5
METHYL SULFONYL METHANE & COMB	0.6	2.3	2.2	1.4	192	-28	-20
IGURATIMOD		1.5	1.7	1.4		-13	17



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ANTIARTHRITIC AGENTS	100.0	100.0	100.0	100.0	19	12	54
PHARMED LIMITED	16.0	19.6	16.2	17.0	27	18	46
MEYER VITABIOTICS	7.5	6.0	8.8	8.7	37	10	145
MACLEODS PHARMACEUTICALS	7.3	7.0	6.0	8.1	33	53	151
ABBOTT	8.6	5.6	5.7	6.4	-12	26	52
ALKEM LABORATORIES	4.0	4.8	6.1	5.8	73	7	64
WALLACE PHARMACEUTICALS	4.3	4.4	4.6	4.2	16	3	58
ERIS LIFE SCIENCES	2.1	2.4	3.7	3.1	72	-6	82
INNOVCARE LIFE SCIENCES	2.9	2.0	2.6	2.7	11	18	101
LUPIN LIMITED	1.6	3.7	3.7	2.4	73	-27	36
SUN PHARMA	2.1	2.5	2.6	2.1	17	-10	44
ALEMBIC LIMITED		1.2	1.3	1.6		36	143
MICRO LABS	0.8	1.6	1.1	1.6	138	62	80
DR REDDYS LAB	3.0	1.6	1.5	1.4	-44	6	105
ZUVENTUS HEALTHCARE	1.5	1.1	1.2	1.2	1	13	38
TORRENT PHARMACEUTICALS	0.1	0.7	1.6	1.2	1011	-14	69

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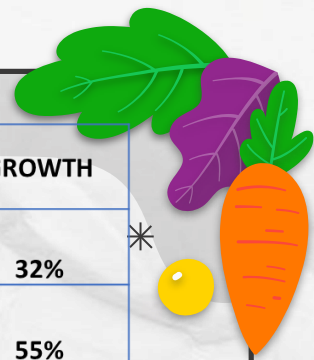


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	6803	6801	7206	8106	MAR-JUN 2019	NOV-FEB 2022	MAR-JUN 2021
ANTIARTHRITIC AGENTS	100.0	100.0	100.0	100.0	19	12	54
T-HEAL CAPS[ALKEM-BERGEN NOVA]	3.9	4.0	5.5	4.9	49	1	53
ORCERIN GM CAPS[MACLEODS-GENCARE OSTEVA]	3.1	3.3	2.8	4.0	56	63	351
TENDOCARE FORTE TAB[PHARMED-PHARMA]	2.3	3.8	4.2	3.7	95	-1	107
TENDOCARE TAB[PHARMED-PHARMA]	3.5	3.4	2.7	3.2	7	29	24
REJOINT CAPS[ABT-OSVITA-PC]	5.2	2.7	2.9	2.7	-37	7	55
MACVESTIN TAB[MACLEODS-GENCARE]	2.3	2.0	1.9	2.3	18	39	95
JOINTACE DN TAB[MEYER-EXCEL]	2.3	2.0	2.1	2.2	15	19	94
CARTIGEN DUO CAPS[PHARMED-PHARMA]	2.4	2.6	1.8	1.9	-7	17	31
GERIJOINT CAPS[ALEMBIC-OSTEOFIT]		1.2	1.3	1.6		36	143
JOINTACE C2 TAB[MEYER-EXCEL]	1.9	1.8	1.7	1.6	-2	5	149
JOINTACE C2+ TAB[MEYER-EXCEL]	1.6	0.4	1.2	1.5	13	39	1463
LUBRIJOINT OD TAB[WALLACE-LIFE]	1.1	1.5	1.3	1.5	62	29	37
JOINTACE TAB[MEYER-EXCEL]	1.2	0.9	1.4	1.5	46	19	107
LUBRIJOINT TAB[WALLACE-LIFE]	1.9	2.1	2.7	1.5	-2	-37	43
CARTIGEN PRO TAB[PHARMED-PHARMA]		1.8	1.4	1.5		21	18



BRANDS	COMPANY	MAT MAR'19	MAT MAR'20	MAT MAR'21	MAT MAR'22	MAT MAR'23	GROWTH
TENDOCARE	PHARMED	15.4	19.7	20.4	23.7	31.3	32%
TENDOCARE FORTE	PHARMED	11.2	17.8	20.3	25.4	39.4	55%
T- HEAL	ALKEM	12.5	12.4	10.6	14.1	15.7	11%
TENDOFIRM	ZUVENTUS	8.3	10.5	8.7	9.3	11.4	23%
TENDOMAC	MACLEODS	5.3	6.0	6.1	7.8	9.3	19%
TENDOFIT	PHARMED	3.8	4.1	3.8	4.4	4.3	-2%
TENDOSHOT	INNOVCARE	2.8	4.1	3.8	5.6	6.2	11%
TENDOPRO	MICRO-VIVAA	0.4	2.7	2.9	4.8	5.6	17%
REJOINT T	ABBOTT	0.1	2.7	2.9	3.1	3.2	3%
TENDOWELL	SUNDYOTA NUMANDIS	2.0	1.6	1.4	1.6	1.7	6%

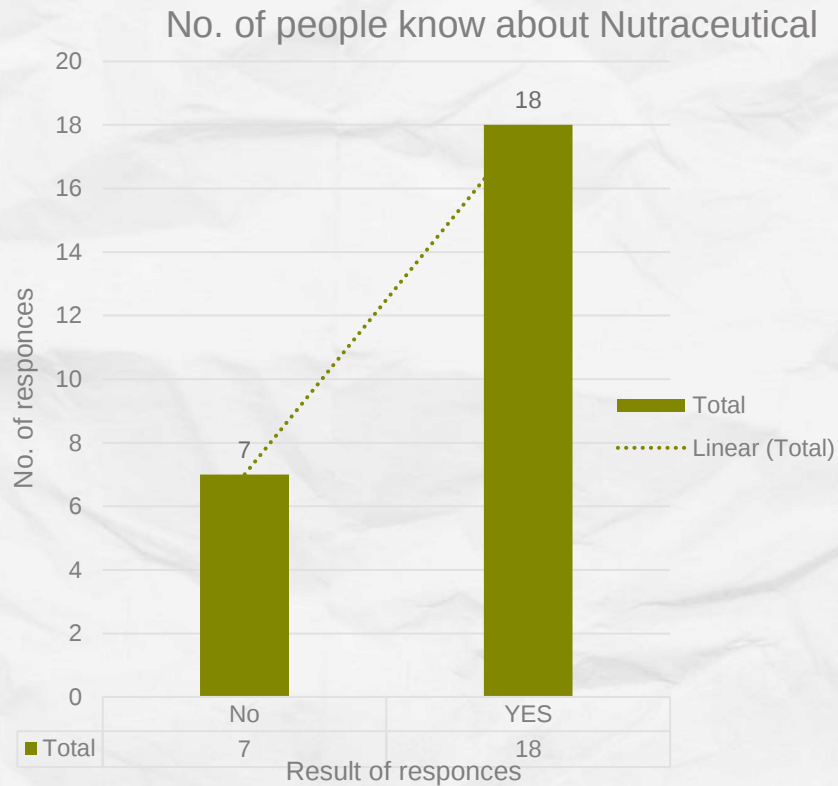


Brand	Packing	Comapny	Price
TENDOCARE	10*15	PHARMED	419
T-HEAL	10's	ALKEM*	290
TENDOFIRM	10*15	EMCURE*	381
TENDOMAC	10*15	MACLEODS PHARMA	312
TENDOFIT	10*15	PHARMED	419
TENDOWELL	10's	SUNDYOTA NUMANDIS	275

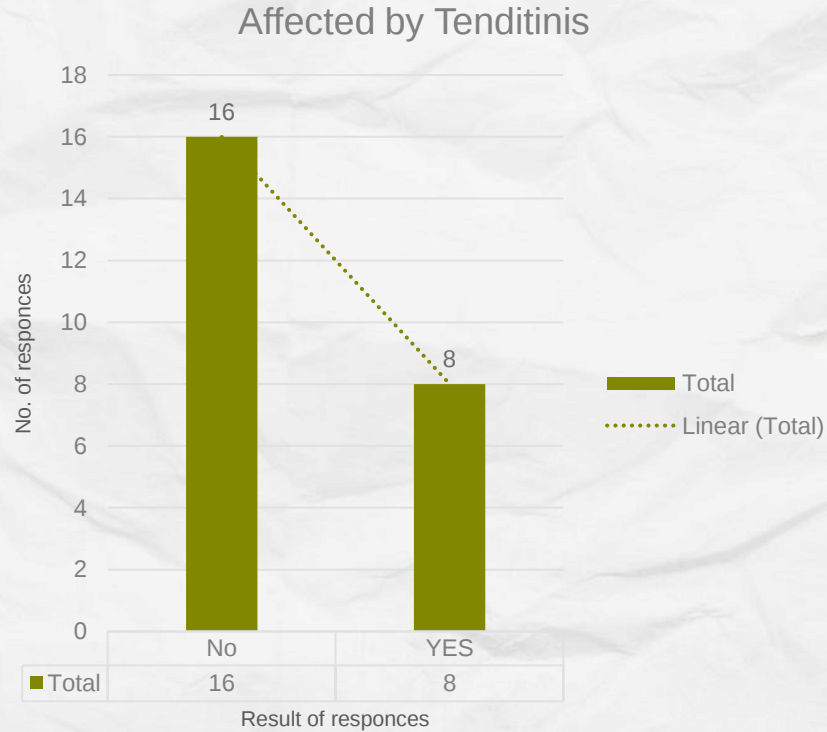




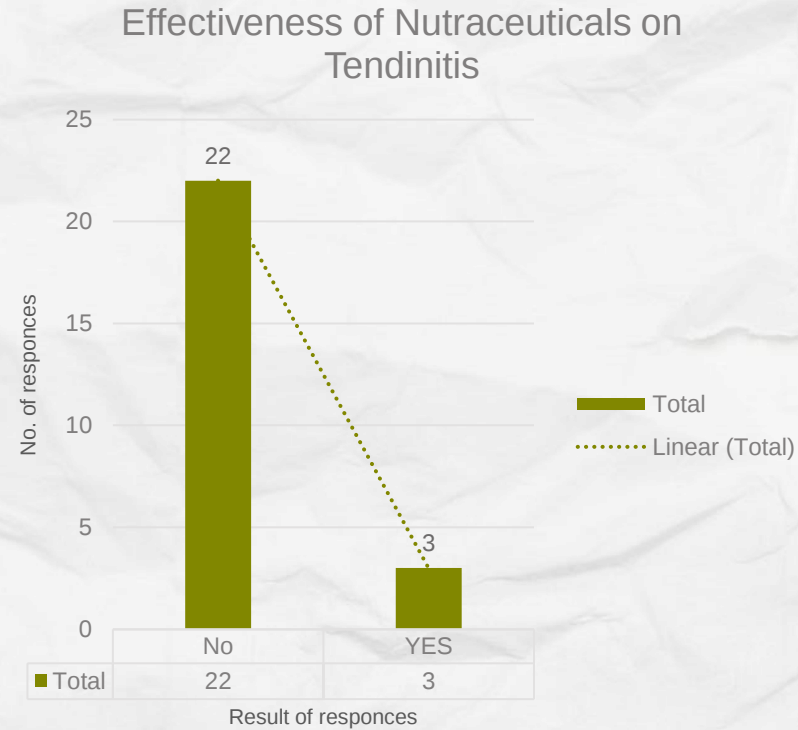
Question: Have you heard of nutritional supplements used in the treatment of tendinitis?



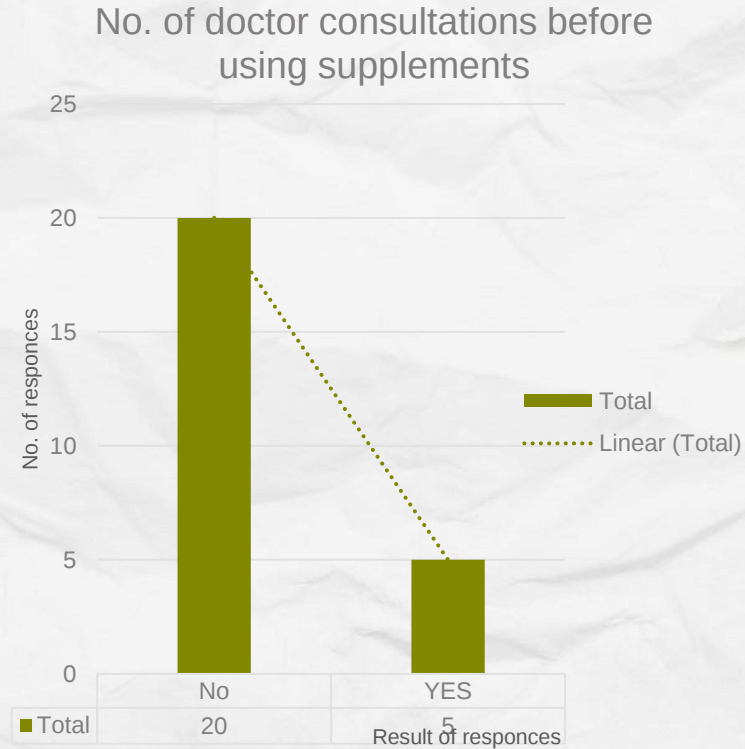
Question: Have you ever suffered by tendinitis?



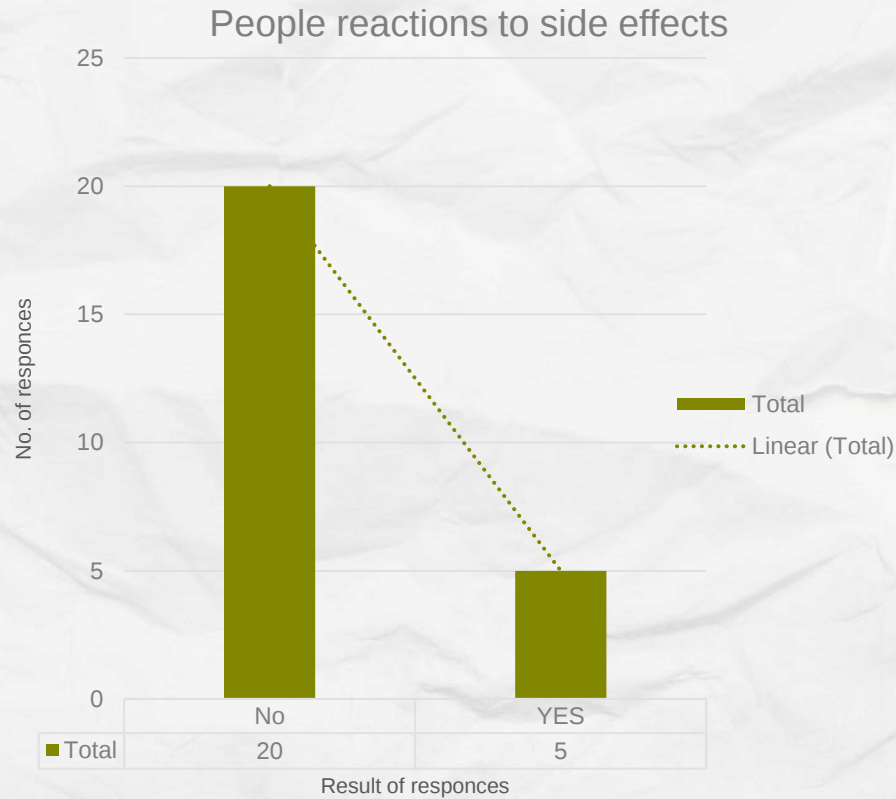
Question: Have you ever observed that nutraceuticals can help with the symptoms of tendonitis *



Question: Have you consulted a doctor before taking nutritional supplements to grow muscle? *



Question: Have you ever experienced any unfavourable side effects from using nutraceutical products?



Conclusion

To conclude, tendinitis occurs due to the overuse of tendons. Based on secondary market research, it can be concluded that the pharmaceutical market is enormous, amounting to 232,094 crores. The anti-arthritic market alone accounts for 1,318 crore, while collagen combination and plain formulations contribute 530 crores. Additionally, according to the survey, it was found that people are aware of tendinitis but lack awareness about its treatment, so public awareness campaigns, CMEs for educating doctors so that they can further educate their patients.



THANK YOU

