



**REDUCES HEART FAILURE RATE,  
ENHANCING THE HEART'S EFFICIENCY**

*In Chronic Heart Failure & Angina*

 **Affoiva<sup>®</sup>**  $\frac{5}{10}$   $\frac{15}{15}$  **OD**  
Ivabradine 5/10/15 mg **Tablets**



# **Afferiva**<sup>®</sup> $\frac{5}{10}$ $\frac{15}{15}$ **OD**

Ivabradine 5/10/15 mg **Tablets**

## **Background:**

Heart rate plays a critical role in cardiovascular health. In conditions like chronic stable angina and heart failure, elevated heart rate can lead to increased myocardial oxygen demand, worsening symptoms and overall prognosis. Ivabradine works by selectively inhibiting the If current in the sinoatrial node, reducing heart rate without affecting contractility. This helps to reduce cardiac workload and oxygen demand, providing effective symptom relief and improving long-term outcomes in heart failure patients. Afferiva offers a once-daily OD regimen of 10 mg and 15 mg doses, making it easier for patients to adhere to their treatment plan.

## **Available Strengths**

- Afferiva 5 (Ivabradine 5 mg Tablets)
- Afferiva 10 / 15 OD (Ivabradine 10/15 mg OD Tablets)

## **Indication**

- Afferiva is indicated **In Chronic Heart Failure & Angina**

## **Mechanism of Action:**

- Ivabradine selectively inhibits the If current in the sinoatrial node, leading to a reduction in heart rate. This action is independent of other mechanisms like blood pressure, ensuring that heart rate is lowered without affecting contractility or causing hypotension.
- By reducing heart rate, Ivabradine helps reduce myocardial oxygen demand, improving symptoms of angina & heart failure and enhancing overall cardiovascular stability.

## **Dosage:**

- Afferiva 5, twice daily or as prescribed by the doctor.
- Afferiva 10 mg once-daily (OD), 15 mg once-daily (OD) or as prescribed by the doctor.


## **USPs:**


- Once-Daily Dosing: Convenient 10 mg and 15 mg OD doses help improve patient adherence to treatment.
- Selective Heart Rate Reduction: Reduces heart rate without affecting contractility or causing hypotension, ensuring safe and effective symptom relief.
- Proven Efficacy in Heart Failure: Afferiva helps improve exercise tolerance and reduce hospitalization in heart failure patients by lowering heart rate and reducing cardiac workload.
- Symptom Relief in Angina: Reduces angina attacks by lowering heart rate, improving quality of life for patients with chronic stable angina.




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