

Combination Therapy for Better Cardio Protection



In Hypertension Management

Rx **Affobis[®] AM $\frac{2.5}{5}$**

Bisoprolol Fumarate 2.5/ 5 mg + Amlodipine 5 mg Tablets



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Background:

The combination of Bisoprolol, a highly selective beta-1 blocker, and Amlodipine, a calcium channel blocker, offers a robust solution for managing hypertension. This dual-action approach targets both heart rate and blood pressure, working synergistically to improve cardiovascular health. Bisoprolol reduces heart rate and decreases blood pressure by blocking beta-1 receptors, while Amlodipine provides vascular relaxation through calcium channel blockade. Together, they provide enhanced blood pressure control, reduce strain on the heart, and contribute to better overall cardiovascular function.

Available Strengths:

Affobis- AM (Bisoprolol 2.5/5 mg + Amlodipine 5 mg Tablets)

Indication:

Affobis-AM is indicated In Hypertension Management

Mechanism of Action:

- **Bisoprolol** selectively blocks beta-1 receptors in the heart, reducing heart rate and blood pressure, which improves heart function and reduces strain.
- **Amlodipine** works by inhibiting calcium ions from entering vascular smooth muscle, resulting in vasodilation, which reduces blood pressure and alleviates heart workload.

Dosage:

1 tablet daily, or as prescribed by the doctor.

Unique Selling Points (USP):

- **Dual Action for Hypertension Control:** Bisoprolol reduces heart rate, while Amlodipine lowers blood pressure, providing comprehensive hypertension management.
- **Superior Beta-1 Selectivity:** Bisoprolol offers targeted heart rate control with a longer half-life compared to other beta-blockers.
- **Effective Blood Pressure Reduction:** Amlodipine's vasodilation effect enhances blood pressure control for up to 24 hours.
- **Improved Cardiovascular Health:** The combination reduces heart strain and supports overall heart function.



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