

A CLEAR EDGE IN  
**HYPERLIPIDEMIA**  
**MANAGEMENT**



<sup>Rx</sup> *Diet, Exercise &*

**Roswo**  **w**™

Rosuvastatin 5/10/20/40 mg Tablets

**5**  
**10**  
**20**



For Prevention of CV events

R<sup>x</sup> Diet, Exercise &

**Rosw<sup>ow</sup>**™  $\frac{5}{10}{20}$   
Rosuvastatin 5/10/20 mg Tablets

In Familial Hypercholesterolaemia (FH)  
and Prevention of CV Events

R<sup>x</sup> Diet, Exercise &

**Rosw<sup>ow</sup>**™ 40  
Rosuvastatin 40mg Tablets

## Background

- Hyperlipidemia is a condition marked by elevated cholesterol levels in the blood, particularly low-density lipoprotein (LDL), the so-called “bad cholesterol.” Cholesterol is a naturally occurring, waxy substance produced by the liver that is vital for cell membrane integrity, hormone synthesis, and fat-soluble vitamin storage. Even the brain depends on adequate cholesterol levels for optimal function.

## Causes

- While essential, an imbalance—especially an excess of LDL—can be harmful. Hyperlipidemia arises due to primary (genetic/familial) causes or secondary causes such as high-fat diets, sedentary lifestyle, obesity, diabetes, and certain medications. When excess cholesterol and lipids are not effectively utilized or cleared, they accumulate in the bloodstream, forming fatty deposits along the arterial walls (atherosclerosis). This gradually narrows arteries, impairs blood flow, and increases the risk of cardiovascular events, including heart attacks, strokes, and organ damage. Early identification and proactive management are therefore critical.

## Product Description

### ➤ **ROSWOW** - (Rosuvastatin)

Rosuvastatin is a potent competitive inhibitor of HMG-CoA reductase, the key enzyme responsible for converting HMG-CoA into mevalonate — the rate-limiting step in hepatic cholesterol biosynthesis. By inhibiting this pathway, Rosuvastatin effectively decreases de novo cholesterol synthesis, leading to a marked reduction in circulating LDL-C. In addition, it lowers triglyceride levels and produces a modest elevation in HDL-C, thereby offering comprehensive improvement in lipid profile.

## Dosage :

- Recommended Dose Range: 5–40 mg orally, once daily.
- The dose may be increased up to 40 mg once daily in patients who do not achieve target LDL-C levels on the 20 mg dose.

## Indication

- **ROSWOW-5/10/20/**, adjunct to diet and exercise, for prevention of CV events
- ROSWOW-40**, adjunct to diet and exercise, In Familial Hypercholesterolaemia (FH) and Prevention of CV Events

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