
Glaxo launches fast-acting Crocin

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GlaxoSmithKline Asia has launched 'Crocin Advance', which the company claims disintegrates faster than the standard Paracetamol tablets, thus working faster. Crocin's new innovation comes with proprietary 'OptiZorb' disintegration technology to speed up relief. "Unlike the standard Paracetamol tablets that take a long time to disperse in the stomach, the OptiZorb technology ensures that medicine is released five times faster and thus gets to work much more quickly," said a press release. "Due to this advanced technology, the same trusted ingredient, Paracetamol, reaches blood levels much faster and gets to work faster, without compromising on safety parameters and suitability characteristics," says Dr Usha Rani, Additional Professor of Pharmacology, Nizam Institute Hyderabad. -- **Our Bureau**