The Yellow Pigeon

ASFARMA BULLETINE - ISSUE 4



Asfarma

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LETTER FROM GENERAL MANAGER



"

For 27 years with the Asfarma brand, we work to add value to patients' lives in various countries and healthcare to ensure professionals have access to up-to-date treatment options. In 2025, we went through an active promotional period with our medicine, food supplement, medical device, and dental products portfolios. I would like to thank all of my colleagues for your excellent efforts. Through national and international fairs, medical congresses and symposiums, and university career events, we once again showcased both our products and the vision of the Asfarma. I have taken great proud in all events where the Asfarma brand and our branded products have been presented.

As the entire Asfarma team, we will continue to promote Asfarma a strong, prestigious, recognized, and well-known Turkish brand in global markets.

General Manager Melek Ulusoylu

UPDATES FROM HUMAN RESOURCES

New Comers & HR Projects Welcome



Vladislav ZHALNIN Country Manager Russia



Tuğba ÇİNETÇİOĞLU Senior Quality Assurance Specialist



Mine BALOĞLU Human Resources Manager

Goodbye



We wish a happy retirement to Asfarma Russia Country Manager Nazmi Sanli

HR Projects

Human Resources Searching Young Talents:



In line with our goal of strengthening our brand Asfarma, and establishing direct communication with young talents, we participated in the Career Days event organized by Arel University. At the event, we had the opportunity to introduce our company, share our human resources practices and guide students on their career journeys. The intense interest shown to our stand once again demonstrated the interest of the young generation in our institution and our strong employer brand perception.

UPDATES FROM PRODUCT PORTFOLIO

New Products: ASTRASIT & ASFAMAG

Author: Olga Frolova - Product Manager - Asfarma Russia

Asfarma is a long-standing and trusted partner in urology for both doctors and patients in Russia. In 2025, the company introduced two new products: Asfamag and Astracite.

Asfamag is a unique product that combines magnesium citrate and vitamin B6 in a biologically active food supplement. It helps urologists achieve better results after surgery or DLT (remote lithotripsy or laser surgery) on the kidneys. It also helps reduce the density of stones and inhibits crystallization processes in the urine before surgery. Asfamag can also be used in complex therapy for renal colic, when combined with other medications.

The product was registered and made available to patients at the end of 2024. Its sales have been growing at a double-digit rate each month.

The Asfamag promotional strategy has been carefully adjusted to avoid the risk of cannibalizing the urological product portfolio, which currently includes three products for urolithiasis - Asfamag, Astracite, and Uriclar.



In February, we held a training session for our employees, during which we presented the positioning and unique competitive advantages of Asfamag for promoting it among inpatient urologists.

Magnesium citrate binds calcium ions in the digestive tract, reducing their absorption and reducing the amount of active calcium in urine. This, in turn, stops the growth of stones containing calcium.

Asfamag also increases the solubility of urates, oxalates, magnesium-ammonium phosphates, and other salts, preventing the formation of new kidney stones and dissolving existing ones.

Furthermore, it prevents the accumulation of particles around a stone core, preventing its further growth.

It's amazing how such a simple combination can have such magical effects. That's why we used the slogan "Asfamag - the magic of magnesium citrate" as the basis for our charm! Asfamag is a trusted helper in the removal of stones. The magic ball has become the symbol of Asfamag.



UPDATES FROM PRODUCT PORTFOLIO

New Products: ASTRASIT & ASFAMAG

Our main efforts to promote our product are directed towards three main areas:

Doctors - we develop promotional materials, organize promotions and events. We participate in 11 major regional and national urology conferences. We plan and hold round tables based on each urology department in hospitals, all under the unified "Orange Mania" concept.

Pharmacies - we offer discounts on the second pack and provide educational materials.

Patients - we create patient information leaflets, create visual content for end users, and create a product page on our website and product cards on marketplaces.





To keep our employees motivated and engaged, we hold an expert panel meeting once a month with our most active medical representatives. This meeting is dedicated to discussing promotion opportunities and receiving updates from the field.

Additionally, we host a monthly competition to recognize and celebrate the best sales performers among our team. The winners of this competition are awarded with a trip to the National Urological Congress, "Men's Health". This event allows our urology team to network with other professionals and stay up-to-date on the latest developments in the field.

USING CLINICAL TRIALS AS AN EFFECTIVE MARKETING TOOL

Author: Jahongir Mirzarahimov, Marketing Manager Uzbekistan

Using Clinical Trials as an Effective Marketing Tool for Prescription Medicines

In the highly competitive pharmaceutical landscape, where new drugs are constantly vying for market share, effective marketing is paramount to success. While traditional advertising and sales force efforts remain crucial, a powerful yet often underutilized marketing tool lies within the very core of drug development: clinical trials. Far from being mere



regulatory hurdles, well-designed and strategically communicated clinical trials can serve as a compelling narrative, building trust, demonstrating value, and ultimately driving adoption of prescription medicines. **Beyond Efficacy and Safety:** The Marketing Power of Data

At their heart, clinical trials are designed to establish the efficacy and safety of a new drug. However, the data generated extends far beyond these basic requirements. It provides a wealth of information that, when strategically presented, can resonate deeply with various stakeholders: For Healthcare Professionals (HCPs): For physicians, clinical trial data offers the evidence-based foundation they need to make informed prescribing decisions. Presenting robust, statistically significant results, especially those demonstrating superiority or non-inferiority to existing treatments, can directly influence their prescribing patterns. Beyond primary endpoints, data on secondary outcomes, patient-reported outcomes (PROs), and subgroup analyses can highlight the unique benefits and applicability of a drug to specific patient populations.

Strategies for Leveraging Clinical Trials as a Marketing Tool: Clinical trials are more than just a regulatory necessity; they are a powerful marketing asset waiting to be fully harnessed. By strategically designing trials, effectively communicating results, and integrating these efforts with broader marketing strategies, pharmaceutical companies can build trust, demonstrate value, and ultimately accelerate the adoption of their prescription medicines, leading to improved patient outcomes and commercial success. In an increasingly data-driven world, the story told by rigorous clinical research is arguably the most compelling marketing narrative of all.



EVALUATION OF THE EFFECTIVENESS OF BICARBONORM ON KIDNEY FUNCTION AND ACID-BASE BALANCE IN THE PRE-DIALYSIS STAGES OF CHRONIC KIDNEY DISEASE (CKD)

Sabirov M.A. Sultonov N.N. Isirgapova S.N. Republican Specialized Scientific and Practical Medical Center for Nephrology and Kidney Transplantation, Tashkent. Uzbekistan Tashkent State Dental Institute, Tashkent, Uzbekistan.



Scan the QR-code and download full article

In this philosophy Asfarma Uzbekistan has conducted two clinical trials for **Bicarbonorm** and **Cardiva**.

A Bicarbonorm Tablets bring Uzbekistan a totally new concept as Oral Prophylaxis of Hemo - Acidosis instead of treating urgent patients with IV intervention. Nephrologists have needed to test this innovative approach on their clinical practice. The results of this trial are very much encouraging about the benefits of this innovative approach and promising sales of Bicarbonorm.

Abstract:

Relevance: Chronic kidney disease (CKD) is a serious public and medical problem affecting not only health care but also social and economic spheres at the global level. It is estimated that about 850 million people worldwide live with various kidney diseases. Every year, this disease takes the lives of 9-10 million people worldwide, and in Uzbekistan, more than 3 thousand people die from kidney diseases every year. Acid-base imbalance in the body, manifested in a decrease in the pH of the environment (acidosis), is one of the factors contributing to the progression of CKD, which negatively affects the patient's condition.



The aim of this study was to adjust treatment using sodium bicarbonate in the form of Bicarbonorm 1000 mg tablets (Asfarma, Turkey) taking into account changes in acid-base balance at stages 3-5 of CKD.

Materials and methods: 80 patients (age 35 to 55), grade CKD stages III-V, patients were divided into 2 groups:

Group 1 (n=40) received traditional treatment + Bicarbonorm 1000 mg tablet - first month 1 tablet x 3 times, and 1 tablet x 2 times during the following month;

Group 2 (n=40) received traditional treatment + 4% sodium bicarbonate - 200.0 ml injectable form every other day, for a total of 5 times, only during the first 10 days of treatment in a hospital setting. **Observation time:** 60 days.

Peer-review, Open Access



Research Article

Изучение Эффективности Препарата Карведилол У Пожилых Пациентов С Артериальной Гипертензией И Сахарным Диабетом



Scan the QR-code and

Тулабоева Г.М., Сандов Х.Х., Мангосарян А.А., Талипова Ю.Ш., Камолов Б.Б, Сагатова

Results and conclusions: The following parameters were studied as a result of the study: general blood test parameters; blood form factor parameters (haemoglobin, erythrocyte, leukocyte); dynamics of biochemical test results (creatinine, urea, total protein, glucose, sodium); dynamics of glomerular filtration rate; dynamics of acid-base balance analysis results (pH, bicarbonate ions). According to the results obtained, group 1 (n=40) - the group that received Bicarbonorm 1000 mg tablets - achieved more satisfactory results than group 2.

Conclusions: 1. The convenience of taking the drug Bicarbonorm 1000 mg in tablet form than the injectable form of sodium bicarbonate (requires inpatient observation due to the risk of alkalosis), as well as the absence of side effects in recommended patients indicate a high degree of safety of tablet form.



2. During the study in patients who took the drug Bicarbonorm 1000 mg, a positive change in the functional state of the kidneys, an increase in the rate of glomerular filtration (GFR) was noted, which contributed to an increase in the duration of the pre dialysis period in patients.

3. We recommend to patients the preparation of sodium bicarbonate in tablet form - Bicarbonorm 1000 mg - for long-term use (under control of acid-base balance), which helps to prevent disturbance of acid-base balance in the body, i.e. metabolic acidosis, as well as various complications that can be observed in patients.

Cardiva clinical trial is mainly performed to demonstrate the safety of higher doses as medical body in the country needed to test it.

Publication of a clinical trial on the drug Cardiva in the journal World of Medicine: Journal of Biomedical Sciences Vol. 2 No.4 (2025): Study of the efficacy of the drug carvedilol in elderly patients with arterial hypertension and diabetes mellitus.

The authors of the article are headed by Professor Tulabaeva Gavkhar Mirakbarovna, a team of employees of the Center for the Development of Professional Qualifications of Medical Doctors, the Department of Cardiology and Gerontology with a course in interventional cardiology and arrhythmology.

Abstract:

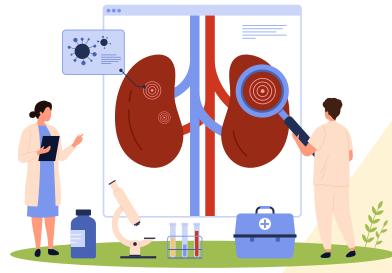
Relevance: Currently, arterial hypertension and type 2 diabetes mellitus remain among the most common chronic diseases among the elderly. Their combination significantly increases the risk of cardiovascular complications and worsens the prognosis for this category of patients. Among modern therapeutic agents, carvedilol, a beta-blocker with additional alpha1-adrenergic blocking activity, attracts particular attention, which expands its potential for use in patients with arterial hypertension and type 2 diabetes mellitus.



The aim of this study was to investigate the clinical efficacy of carvedilol in relation to blood pressure, electrocardiography, echocardiography parameters, and biochemical parameters in elderly patients suffering from arterial hypertension and type 2 diabetes mellitus.

Materials and methods: The study included 75 patients over 65 years of age with a diagnosis of stage II–III hypertension and type 2 diabetes mellitus. All participants were randomized into two groups. Patients in the main group (n=40) received carvedilol (Cardiva, Asfarma, Turkey) at a dosage of 12.5–25 mg/day in addition to standard antihypertensive therapy. Patients in the comparison group (n=35) took metoprolol at a dose traditional for clinical practice.

Results and conclusions: Analysis of the obtained data demonstrated that carvedilol provided a more pronounced reduction in blood pressure in elderly patients with combined pathology compared to metoprolol. At the same time, the drug had a gentle effect on the heart rate, reducing the risk of severe bradycardia. In addition, the use of carvedilol contributed to the improvement of diastolic function and a decrease in the degree of left ventricular myocardial hypertrophy. An important feature of the drug was its neutral effect on carbohydrate metabolism, which favorably distinguished it from metoprolol, against which a deterioration in glycemic control was observed. Additionally, in the group of patients taking carvedilol, a more pronounced decrease in triglyceride levels was noted.



Final Conclusions: Thus, given the results obtained, carvedilol (Cardiva, Asfarma, Turkey) can be considered as a preferred beta-blocker in elderly patients with arterial hypertension and type 2 diabetes mellitus, especially in the presence of severe myocardial hypertrophy and metabolic disorders.

UPDATES FROM SOCIAL RESPONSIBILITY PROJECTS

WHO Sport for Health Programme

Author: Hakan Sacli, MD, International Marketing & Brand Manager

Sports and health go hand in hand, offering people all over the world, of different abilities and ages, the chance for happier, healthier and more productive lives.

In 2022, WHO Sport for Health Programme was established to capitalize on the great potential of helping people worldwide lead healthy lives through promoting participation in sports and working with the sports community to advance health for all.

To support WHO recommendations and to carry the philosophy to real life Asfarma employees have participated to Marathon Events in Uzbekistan & Kyrgyzstan.



At April 13th, Asfarma Uzbekistan Team participated in the VII. Tashkent International Marathon on April 13. We united as a team to test ourselves, feel the drive of the competition and become part of a grand sporting event. All marathon participants ran a 10 km distance.



UPDATES FROM SOCIAL RESPONSIBILITY PROJECTS

WHO Sport for Health Programme

At April 27th, Asfarma Kyrgyzstan team took part in the sports event "Health Marathon", which was held in the format of a race, for all age categories in the Botanical Garden in Bishkek. We gave medals, branded badge holders, branded diplomas, valuable prizes in the form of sets of pills and thermoses, in addition we gave sweets, water and energy bars to the participants of the event. All participants of the event were told information about our products and given samples of Lokogen, Pemovo, Pemovo Plus, Pasivalem, Black Garlic and Naturahot Difens. Participation in such a sporting event fully reflects our marketing slogan: "Improving the quality of life". Thanks to such activity we increase the recognition of our products on the consumer side. More than 50 people took part in the marathon. This project was proposed by our Medical Representative Adilet Gapurova and the entire Kyrgyz team took part in its event.



UPDATES FROM EVENTS

IDEX 2025



Asfarma participated to IDEX (Istanbul Dental Equipment and Materials Exhibition) with our dental brand SIGMADENT, in 07 – 10 May 2025. This year our stand area was 160 m2 and much bigger than previous years having a special training zone for 30 persons.

As 5 different Master Technicians from 3 different countries, Andrei Chernky from Russia, Nariman Suleymanov from Azerbaijan, Mümin Tuğra, Faruk Sümer and Emrah Yıldız from Türkiye made SD Ceram workshops in our stand. The interest of the participants was very high and always a big group of participants visited our stand.



UPDATES FROM EVENTS



Back to Future of Pharmacist Congress

Asfarma and MDC have participated to Back to Future of Pharmacist Congress organized by Istanbul Yeditepe University. Our General Manager Melek Ulusoylu has presented Asfarma Portfolio and Operation as a Business Model For Turkish Pharmaceutical Industry. The Organization Committee thanked her for sharing Eye Opening and Entrepreneur Business Case with the participants.

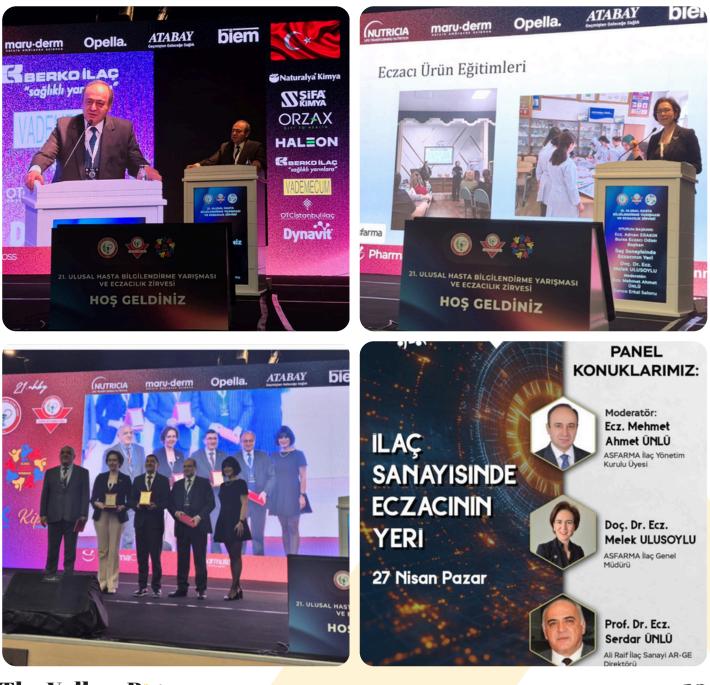




UPDATES FROM EVENTS

21st National Patient Information Competition and Pharmacy Summit

Our Board Member Ahmet Ünlü and General Manager Melek Ulusoylu have participated to 21st National Patient Information Competition and Pharmacy Summit in Ankara between the dates of 25 - 27 April. Melek Ulusoylu was one of the speakers in a panel moderated by Ahmet Ünlü about the Role of Pharmacist in Pharmaceutical Industry.



UPDATES FROM EVENTS



On April 24th at Asfarma Office a farewell buffet was organized with the participation of employees and Top Management of Asfarma for IT Specialist Mustafa Dağ. He prepared a special Turkish food from his hometown to share his positive emotions with all colleagues.



AZERBAIJAN

UPDATES FROM EVENTS





07 JANUARY - STOMATOLOGY CONFERENCE - ISMAYİLLİ BASQAL OTEL



18 JANUARY - ACTUAL PROBLEMS OF PEDIATRY - SUMQAYIT



24-25 JANUARY - IX. NATİONAL CONGRESS OF GYNECOLOGY - BAKİ



25 JANUARY – ASTHMA SCHOLL AZERBAIJAN PULMONOLOGY ASSOCIATION - BAKI



01-02 FEBRUARY 1. AZERBAİJAN PEDİATRİC RHEUMATOLOGY SYMPOSİUM - BAKİ



01 MARCH - ACTUAL PROBLEMS OF PEDİATRY – QUBA

AZERBAIJAN

UPDATES FROM EVENTS





09 MARCH - 7TH NATIONAL CONGRESS OF GYNECOLOGY - BAKİ



17 MARCH – CONVENIENT APPROACH TO PSYCHOPHARMACOLOGY - BAKI



18 APREL – CONVENİENT APPROACH TO PSYCHOPHARMACOLOGY – BAKİ



18-19 APREL – I. ENDOCRİNOLOGY CONGRESS OF TURKİSH SPEAKİNG STATES - BAKİ



Instagram Posts



UPDATES FROM EVENTS

IV International Forum "Women's Health"

Asfarma Uzbekistan became the general scientific partner of the IV International Forum "Women's Health", which was held on February 28, 2025, in Tashkent. We participated with all our products such as a wide line of medicines - Urfocin, Mikotran, Meflocid, Clavera, Cefuro, etc., dietary supplements such as PasiValeM 5 HTP, medical products such as biopsy and aspiration needles, which are often used in mammalogy and IVF procedures, respectively.





We participated with the 3 lectures in the Women's Forum:

Lecture #1: Plenary session

Muminova Nigora Khayritdinovna, MD, Professor, Department of Obstetrics and Gynecology, Institute for Advanced Studies of Doctors of the Republic of Uzbekistan.

Topic of lecture: Criteria for effective treatment of acute urinary tract infections. Focus-empirical therapy with fosfomycin-**Urfocin**.





Lecture #2: Sectional session

Head of the Department of Faculty and Hospital Therapy, Nephrology and Hemodialysis, Tashkent Medical Academy, MD, Professor Jabbarov Azim Atakhanovich.

Topic: Modern approaches to the treatment of CKD and diabetic nephropathy. Focus - tablet form of sodium bicarbonate - **Bicarbonorm** (new, first time in Uzbekistan).

UPDATES FROM EVENTS

Lecture #3: Sectional Session

Muminova Nigora Khayritdinovna, MD, professor of the Department of Obstetrics and Gynecology, Institute for Advanced Studies of Doctors of the Republic of Uzbekistan.

Topic: Non-drug therapy to improve the quality of life of women at different periods of their lives – premenstrual syndrome and menopausal disorders. Focus - 5-fold strength of the product **PasiValeM 5-HTP**.





Practical Conference

Asfarma Uzbekistan became the general scientific partner of Scientific and Practical Conference with International Participation "Kidney Health - For All", which was held on April 12, 2025, in Tashkent. Participation in this conference became a major event to increase awareness among nephrologists, toxicologists, dialysis specialists for product Bicarbonorm, and we also participated with biopsy needles for kidney cancer.





We participated with the lecture on plenary session:

Head of the Department of Faculty and Hospital Therapy, Nephrology and Hemodialysis, Tashkent Medical Academy, MD, Professor Jabbarov Azim Atakhanovich. Topicof lecture: "Modern approaches for treatment of dysmetabolic nephropathy. Focus - oral forms of sodium bicarbonate. Clinical efficacy and safety of the drug Bicorbonorm".

UPDATES FROM EVENTS



International ENT Forum

Asfarma Uzbekistan participated in the International ENT Forum "Current issues of otolaryngology and diseases of the head and neck", dedicated to the 100th anniversary of Professor K.D. Mirazizov, which was held on April 16-17, 2025 at the Raddison Blue Hotel in Tashkent.

We participated with the lecture on plenary session:

Topic of lecture: "Clinical and immunological features of chronic polypous-rhinosinusitis and their treatment. Focus intranasal GCS, antihistamines and antileukotrienes".

Lecturer: Vokhidov U.N. Deputy Director for Research, Republican Specialized Scientific and Practical Medical Center of Otolaryngology and Diseases of the Head and Neck.





UPDATES FROM EVENTS



International Cardio-Rheumatology Congress

Asfarma Uzbekistan participated in the International cardio-rheumatology Congress, which was held on March **14**, **2025 at the International Hotel Tashkent**.

We participated with thelecture on sectional session:

Topic of lecture: New approaches to the prevention and treatment of NSAID gastropathy.

Lecturer: professor, MD, Rustamova Mamlakat Tulyabaevna







Psychlatric Conference

Asfarma Uzbekistan participated in the Psychiatric Conference on March 27, 2025 in Tashkent. Lecture topic: New approaches to the treatment of generalized and social anxiety disorder. Focus antidepressants.

Lecturer: Professor, Doctor of Medical Sciences, Vasila Karimbekovna Abdullaeva.

UPDATES FROM EVENTS

Dental Masterclass

Sigmadent Uzbekistan held a Masterclass on April 12-13 in Tashkent for dental technicians with the participation of a leading specialist in the CIS countries, Andrey Chernikh.



15 dental technicians participated in the Masterclass and the topic of the Masterclass was aesthetic cladding Zirconium with SD Ceram masses and white-pink aesthetics.



UPDATES FROM EVENTS



25 Iftorlik were conducted in the cities of Tashkent, Samarkand, Bukhara, Urgench and the Fergana Valley for doctors and pharmacists. The total coverage of the target audience was 815.



KAZAKHSTAN

UPDATES FROM EVENTS



International Scientific and Practical Conference

Aspharma Kazakhstan took part with an exhibition in the IV International scientific and practical conference 'Reproductive Health of Adolescents and Youth' at April 10 – 11 2025. Participants were obstetricians - gynecologists, endocrinologists, reproductive specialists, pediatric gynecologists, psychologists from different countries such as Kazakhstan, Kyrgyzstan, Russia, Uzbekistan, Mongolia. More than 250 participating doctors and additionaly 200 doctors participated online.



KAZAKHSTAN

UPDATES FROM EVENTS

XXV Kazakhstan National International Congress "Asthma and Allergy" 2025

Asfarma Kazakhstan took part in the XXV Kazakhstan National International Congress "Asthma and Allergy" 2025, dedicated to the 95th anniversary of the Kazakh Medical University named National after S.D. Asfendiyarov. A prsentation was performed which is called "New EAACI 2024 recommendations: Ecology. Treatment of allergic rhinitis and asthma for Flutinex.«Lecturer was Ispayeva Zhanat Bakhitovna - MD, PhD, Professor. Head of the Department of Allergology and Clinical Immunology "Kazakh National Medical University named after S.D. Asfendiyarov from Almaty, Kazakhstan





XXV Kazakhstan National International 30th Kazakhstan International Healthcare Exhibition - KIHE 2025

At 21 - 23 of May, Asfarma Kazakhstan has participated to 30th International Healthcare Exhibition - KIHE 2025. From Türkiye Serdar Keskin Product Manager Asfarma Türkiye took part at the Asfarma stand and supported Kazakhstan Team.



UPDATES FROM EVENTS



Asfarma Kyrgyzstan Team Activities

Presentations in Osh city by medical representative Gulsara in January

1.Updating information of dentists about loroben solution and asglucan through round tables with doctors in the territory of Osh city and Osh region.

2.2. training of general practitioners on treatment and prevention of stomatitis in children.







Presentations by Medical Representative Alfia - were aimed at increasing prescribing of Loroben spray and Asglucan in January for GPs, ENTs.





Joint breakfast with the team to formulate plans for the coming year



UPDATES FROM EVENTS



Asfarma Kyrgyzstan Team Activities

In February of this year we decided to hold round tables in those hospitals where our medical representatives had not worked before, or where there was low recognition of the company and its products. An example of such a round table for traumatologists and surgeons in the town of Kant, Chui region, with a medical representative Adilet.





In March this year, we held a round table for family medicine doctors on the territory of the hospital in Novopokrovka village, Chui region with medical representative Gulzina, Elvira and Kultigin Bey. On Loroben, Asglucan, Flutinex. Unfortunately the photos from this round table have been deleted, the video and screenshots from storis remained. It was very pleasant to see one doctor who, despite the fact that she was receiving intravenous procedures, was able to come to the presentation even taking an IV with her - which indicates a high interest among regional doctors in receiving new information.

Congratulations to the female part of the team with a wonderful holiday - March 8th, already with a new director.



UPDATES FROM EVENTS



Asfarma Kyrgyzstan Team Activities

In March of this year we presented the effect and gingiva kits to Emil, the winner of the contest offered last year at the master class in Novotel with Master Nariman. The essence of the contest was to create two front teeth using SD ceram samples, the best work was determined by Master Nariman among all participants. And also had a meeting with Master Nurlan, the owner of a large dental laboratory Dentos in Bishkek about the possibility of local master classes for dental technicians.





UPDATES FROM EVENTS



•In April this year, we took part in the opening of a new Bimed Pharm pharmacy in Bishkek, which was located on the territory of a large grocery store Asia (the opening of which was simultaneous with the opening of the pharmacy).

•The idea of the campaign was to increase sales of all products of the company and also to increase the recognition of the company on the side of the end consumer and to demonstrate to pharmacists that they can sell our products with pleasure.

•The marketing slogan of the campaign was: "Give women not flowers dietary supplements" - was taken as an excellent tool of memorability, because the song containing these lines is a kind of viral in the CIS countries. In the course of this campaign we handed out our prizes in the form of a set of pills and thermoses for clients.

•It is important to note the active work of our team on this day, because not a single visitor of the opening did not pass by our exhibition table, where the whole team told customers all the detailed information about the company's products.



RUSSIA

UPDATES FROM EVENTS

During the month of February, the Russian marketing team conducted three offline trainings for the Siberian and Ural regions, as well as the South and Moscow/St. Petersburg areas, and one online training for the Volga, Volga-2, and Central Federal Districts.

As part of these trainings, Anna Levshina Marketing Manager presented information on modern offline and online consumer trends in the Russian pharmaceutical market, results of promotions and product listings on marketplaces, and a promotional grid for the first half of 2025.

The promotion strategy for Raxtane, Tiberal, Bexit, Uriclar, Rotaprost, and Asfamag products for the first half of 2025 were presented for Medical representatives. A discussion was held about promotional tools for doctors and pharmacies and digital brand support was presented. We also analyzed effectiveness of promo activity with doctors and pharmacists.

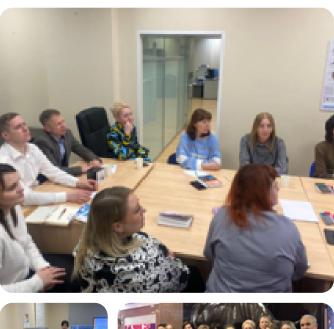
To reinforce the strategy, we held Field visits in the form of role-playing games with teams of regional managers participating.

Asfarma



The Yellow Pigeon







In 2025, Asfarma Russia expanded its urological product portfolio with the launch of two new products: Asfamag and Astrasit. We nowhave a complete range of products for the treatment and prevention of urolithiasis in our portfolio, from phyto citrates to high-dose citrate mixtures.

As partofthelaunch event, we attended major urological conferences in Novosibirsk, Voronezh, and Sochi to promote our new products and share our expertise with other professionals in the field.

A huge numbers of urologist visited our stand and got detailed information about our products. Now we will consolidate the information provided on the congresses on our new drugs during the Fields visits.

RUSSIA

UPDATES FROM EVENTS



On April 5, a roundtable for neurologists was held in Moscow attheostriches' farm. The choice of venue was not accidental, as the logo of the company "Raxtane" resembles an ostrich. The eventincluded a tour of the farm, a master class on how to make an ostrich omelette, and a presentation on Raxtane. All thedoctors were very pleased and promised to continue to actively prescribe "Raxstane".



акстан

5 апреля в 14:00 состоится необычное междисциплинарное обсуждение синдрома боли на страусиной ферме

Уважаемые коллег

- Здесь Вы сможете:
- Покормить страусов
- Продегустировать различные сорта мяса
- Узнать новый подход лечения боли

И получите массу впечатлений!



GEORGIA

UPDATES FROM EVENTS

47th Regional Conference



On March 15, 2025, Asfarma Georgia participated in the 47th Regional Conference organized by the Georgian Respiratory Association in the Kakheti Region. Approximately 150 doctors, including family doctors, pulmonologists, allergologists, and pediatricians, attended the conference. During the event, we set up an Asfarma information stand in the conference hall and distributed informational brochures and leaflets to the participating doctors. The conference was also sponsored by 22 pharmaceutical companies.

The Georgian Respiratory Association is the first medical association in Georgia to create national guidelines and provide appropriate training processes. A significant achievement of the association is the continuing education of doctors through the organization of regional congresses for different specialists. This allows for the continuous exchange of the latest medical information. It also publishes the Georgian Respiratory Journal, the country's only medical publication in respiratory medicine.





GEORGIA

UPDATES FROM EVENTS



On April 11-12, 2025, Asfarma Georgia, in collaboration with Georgian Medical University and the Association of Medical Education Continuing (CME). organized an accredited conference-training for physicians in the Imereti region. 20 doctors participated in the event and were awarded accreditation certificates upon successful completion of the training and conference. Participation in Continuous Medical Education programs and the accumulation of a designated number of Credit Points are mandatory in Georgia and help them continuously strengthen and enhance their knowledge and skills.











The Yellow Pigeon





On April 27, 2025, Asfarma Georgia organized a Masterclass for dental products in Zugdidi, Samegrelo Region. The event, titled "Creating Natural Teeth Using SDceram Porcelain and Structure. The demonstrator was Romanoz Mashava, owner of a well-known dental laboratory in Tbilisi.

MOLDOVA

UPDATES FROM EVENTS

Dental Masterclass

Asfarma Moldova has organized a Dental Masterclass at Februaray15th in Chisinau together with our local distributor Unident. The event hosted in Unident's training center. The demonstrator was Vasile Vasilov, a respected dental technician in Moldova, also participated to our International Masterclass in Istanbul at May 2023.

All participants liked SD Ceram and promised to use in daily practice to our Country Manager Ruslana Valko.

SDCeram









TRAINING PHYSICIANS FOR PAIN MANAGEMENT

A series of Lectures During National Congresses

On March 18, 2025, Asfarma Ukraine, in collaboration with Bogomolets National Medical University, held a thematic advanced training course for physicians.

The educational event, titled "Practical Psychosomatics: Modern Standards of Care for Chronic Pain, Sleep Disorders, and Comorbid Somatopsychic Conditions in Internal Medicine", brought together 40 internal medicine practitioners. The course featured leading experts in the field of psychosomatics, including Professor Olena Oleksandrivna Khaustova, MD, a renowned authority in Ukrainian psychiatry and psychosomatic medicine.

Professor Khaustova, a strong advocate for the clinical use of PasiValeM 5-HTP and PasiValeM-M, shared evidence-based approaches to managing complex psychosomatic disorders, particularly those involving chronic pain and sleep disturbances.



From April 23 to 25, 2025, Asfarma Ukraine took part in the National Therapeutic Congress with international participation titled "Achievements in International Medicine."

The event brought together leading Ukrainian and international experts in internal medicine and related specialties, who delivered scientific presentations and conducted training sessions.

As part of the congress program, Doctor of Medical Sciences Volodymyr Volodymyrovych Cherniavskyi presented a lecture titled "Pain Management in Family Physician Practice," focusing on the clinical application of Majezik and PasiValeM.

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TRAINING PHYSICIANS FOR PAIN MANAGEMENT

In his presentation, **Professor Volodymyr V. Cherniavskyi** underscored the clinical advantages of **flurbiprofen 100 mg (Majezik)** as one of the most versatile and effective nonsteroidal anti-inflammatory drugs (NSAIDs) for pain management in outpatient settings.

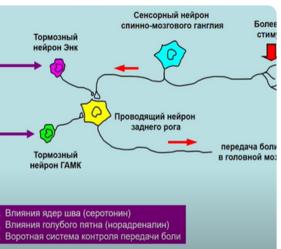
Majezik stands out due to its **rapid onset and pronounced analgesic and anti-inflammatory action**, making it a valuable option in everyday clinical practice. Equally important is its **favorable safety profile**, which addresses key concerns in long-term and routine use:

- •No hepatotoxicity, distinguishing it from nimesulide, which remains widely prescribed in Ukraine;
- •Lower cardiovascular risk compared to selective COX-2 inhibitors (coxibs);

•Improved gastrointestinal tolerability versus traditional NSAIDs such as diclofenac and naproxen.

With its combination of **efficacy**, **safety**, **and clinical versatility**, **Majezik** offers healthcare professionals a reliable tool for managing acute pain in family and outpatient medicine.





One of the significant advantages of flurbiprofen in the 100 mg dosage (Majezik) is the presence of additional mechanisms of action beyond the classical inhibition of cyclooxygenases (COX-1 and COX-2). These supplementary effects broaden the clinical applications of the drug, particularly in the field of neurology.

Flurbiprofen has been shown to exert antinociceptive effects through modulation of cytokine activity and glial cell function. Specifically, the drug reduces the expression and release of key proinflammatory cytokines, such as interleukin-1 β (IL-1 β), interleukin-6 (IL-6), and tumor necrosis factor-alpha (TNF- α). These mediators are known to sensitize nociceptive neurons, thereby amplifying pain perception even in response to minor stimuli.

In addition, flurbiprofen inhibits COX activity within neurons and microglia, contributing to the suppression of neurogenic inflammation-a critical factor in the development and persistence of chronic pain. The combination of flurbiprofen (Majezik) with mild sedative agents, such as PasiValeM, may produce a synergistic therapeutic effect in the management of mixed-type pain syndromes. The congress was conducted in a hybrid format (both online and offline) and attracted over 2,000 participants.

UPDATES FROM EVENTS

Roundtable for Neurologists and Traumatologists in the Heart of the Carpathians. On 29-30 April, the Eastern Region team, led by Regional Manager Olena Kudriavtseva, organized a roundtable event for neurologists and traumatologists. The meeting took place in a picturesque setting near Lake Synevyr in the Carpathian Mountains, offering a unique combination of professional exchange and outdoor recreation. In a relaxed and informal atmosphere, shared clinical experiences participants and discussed modern strategies for improving patients' quality of life with the help of Asfarma products. The intellectual sessions were complemented by an active component - a group hike in the mountains, promoting a healthy lifestyle and team spirit.





ASFARMA UKRAINE



The Yellow Pigeon

"Effective Management" Training: Strengthening Leadership Skills at Asfarma Ukraine.

In April, the Asfarma Ukraine team held a two-day "Effective Management" training session aimed at enhancing leadership skills for marketing and regional managers. This initiative was part of our ongoing leadership development program, focused on improving team efficiency, strategic thinking, and effective communication. The training was conducted by Tamara Skuratovska, a certified business trainer and consultant with extensive experience in developing leadership teams. Her professional approach, deep expertise, and inspiring delivery created a trusting, engaging environment that encouraged active participation. During the training, participants had the opportunity to:

- •Explore modern management tools and techniques;
- Reflect on and develop their individual management styles;
- Improve communication within their teams;

•Practice real-life scenarios in delegation, goal setting, and providing feedback.

The training format combined theory with practical application through role-playing, group discussions, and team exercises. This hands-on approach facilitated better learning and fostered an atmosphere of open knowledge sharing among colleagues.

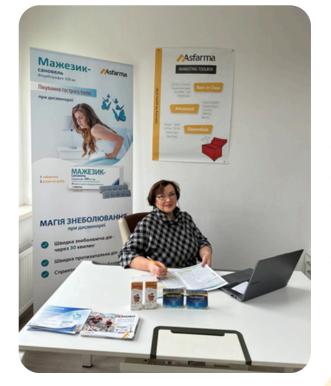


UPDATES FROM EVENTS





"This training reminded me that great management is not only about control and tasks, but also about inspiration, trust, and the development of people," said Olha Yefimenko, Regional Manager for the Central Region.



"It is very valuable that company Asfarma provides an opportunity to improve managerial competencies. For me, as a new team member, this is a signal of support for development and a long-term perspective," said Victoria Sitenok, Product Manager, who recently joined the company.

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See You Next Issue

Thank you for your contributions...

