

Industry update

With so many ongoing advances in the management of diabetes, this section keeps you up to date with product-related developments and other relevant news

PROTECT iT sock to be launched in UK

A new sock that could help reduce the number of amputations in people with diabetes is being launched in the UK by orthopaedic footwear manufacturer Reed Medical.

The PROTECT iT sock acts as a “second skin”, eliminating friction, and drawing away moisture to combat bacteria.

The sock has received a glowing endorsement from the Society of Chiropractors and Podiatrists. Vice Chairman Michael O’Neill said, “The PROTECT iT sock provides the protection needed by people with diabetes to prevent the skin conditions which can cause serious infections that lead to amputations.”

Bristol-Myers Squibb acquire Amylin Pharmaceuticals to expand diabetes alliance

Bristol-Myers Squibb will acquire Amylin Pharmaceuticals, both companies have announced. The acquisition has been unanimously approved by the companies boards of directors.

Lamberto Andreotti, Chief Executive Officer, Bristol-Myers Squibb, commented on the upcoming change, “Amylin’s innovative diabetes portfolio, talented people and state-of-the-art manufacturing facility complement our long-standing leadership in metabolics.” He added that it would

Bristol-Myers Squibb and AstraZeneca have announced that they will enter into collaboration arrangements, based on the framework of the existing diabetes

alliance, regarding the development and commercialisation of Amylin’s portfolio of products in the UK.

Bristol-Myers Squibb’s acquisition of Amylin Pharmaceuticals, in the view of the alliance, will:

- Strengthen an alliance in a growing area of high unmet medical need.
- Complement the current portfolio, creating a more comprehensive disease management platform with the addition of novel glucagon-like peptide-1 franchise.
- Add approved and marketed products for T2D, including Byetta® and Bydureon® (NB: Products currently marketed by Eli Lilly in the UK).

Bayer Diabetes Care launches new blog for patients and healthcare professionals

Bayer Diabetes Care has announced the launch of a new diabetes care blog, which aims to provide a valuable online information resource, covering the day-to-day realities of diabetes, management and monitoring, and personal experiences about diet and fitness. It will include unique perspectives from the newly formed Bayer Diabetes Care panel, a diverse group of healthcare professionals and people with diabetes.

A spokesperson at Bayer Diabetes Care said, “We hope that the launch of the Bayer Diabetes Care blog will bring together people with diabetes and healthcare professionals and offer an insight into the disease and patients’ own personal experiences.”

The Bayer Diabetes Care blog is available at <http://bit.ly/MJZ2R4> (accessed 07.09.12).

CureBeta enters strategic alliance with Janssen Pharmaceuticals

Evotec has announced that it has licensed to Janssen Pharmaceuticals a portfolio of small molecules and biologics designed to trigger the regeneration of insulin-producing beta cells.

The small molecules and biologics were originally identified by scientists in the Harvard University laboratory of Douglas Melton, and further analysed in collaboration with scientists from Evotec, as part of the CureBeta research and development programme.

Dr Richard Insel, Chief Scientific Officer at the Juvenile Diabetes Research Foundation, stated, “We are delighted to see Evotec, Dr Doug Melton and Janssen launch this collaborative partnership and commitment to develop innovative regenerative medicine therapies for diabetes.”

Flora pro.activ re-launches healthcare professional website

Flora pro.activ has re-launched its healthcare professional website, specifically tailored to the needs of doctors, nurses, dietitians and healthcare professionals working in secondary care cardiology. The website features an easy-to-use materials section, which offers a range of materials for healthcare professionals and their patients that can be easily downloaded or ordered for delivery free of charge.

New materials include a “cholesterol lowering diary” – a guide that can be tailored for individual use – and a “statins leaflet” to help patients understand diet and lifestyle changes they can make to further benefit their cholesterol levels when they are using cholesterol-lowering medication.

The Flora pro.activ website is available at www.flora-professional.co.uk (accessed 07.09.12).