**Introducing...**

An oral TNF-α down regulator...

Now a product with high efficacy and minimal side effects

In the management of Psoriasis

<table>
<thead>
<tr>
<th>Efficacy</th>
<th>Adverse effects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional</td>
<td>Phototherapy</td>
</tr>
<tr>
<td>Products</td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Low</td>
<td>High</td>
</tr>
</tbody>
</table>

**Dose:** 2 tablets twice a day for at least 3 months

**Natural TNF-α down regulator**
- Available in Oral and Topical form
- Inhibits inflammatory response
- Induces anti-proliferative effects in the skin
- Clinically proven in Psoriatic patients
- Manufactured under US FDA and MHPA standards
- Bio-standardized
- Free from heavy metals and hazardous solvents
- Safe & non-toxic
- Patent protected

**Articles describing parts of Sphaeranthus indicus containing active fraction have been accepted for publication in Herbal Medicines Compendium of USP.**

4. Fonseca et al.; 7-hydroxyfrullanolide, a sesquiterpene lactone, inhibits pro-inflammatory cytokine production from immune cells and is orally efficacious in animal models of inflammation; European Journal of Pharmacology, 2010, 644, 220.

Tinefcon is a Registered Trademark

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The Piramal Group, led by Ajay G. Piramal, is a diversified conglomerate with operations in over 30 countries and presence in more than 100 markets around the world with a team of over 7,000 people. Driven by the core values of Knowledge, Action and Care, the Piramal Group operates across sectors such as health care, health care information management, financial services, specialty glass packaging and real estate. Piramal Group’s balance sheet today is in excess of USD 4 billion and 70% of the revenues are generated from outside India.

Piramal PhytoMedicines™ - part of Piramal Group focuses on the research and commercialization of natural and herbal supplements in global markets. Piramal PhytoMedicines use current research methods to gain a deeper understanding of how nature helps in healing. As part of our research process, we use patented technology, clinical studies, and bio-standards to demonstrate safety and efficacy of supplements. Our products work in a gentle manner without the side-effects of chemicals. We offer a wide range of products in the areas of skincare and metabolic disorders.

**Tinefcon Family**

- **Tablet**
  - Natural TNF-α down regulator
  - Available in Oral and Topical form
  - Inhibits inflammatory response
  - Induces anti-proliferative effects in the skin
  - Clinically proven in Psoriatic patients
  - Manufactured under US FDA and MHPA standards
  - Bio-standardized
  - Safe & non-toxic
  - Patent protected

- **Cream**
  - Available in Oral and Topical form
  - Inhibits inflammatory response
  - Induces anti-proliferative effects in the skin
  - Clinically proven in Psoriatic patients
  - Manufactured under US FDA and MHPA standards
  - Bio-standardized
  - Safe & non-toxic
  - Patent protected

- **Shampoo**
  - Available in Oral and Topical form
  - Inhibits inflammatory response
  - Induces anti-proliferative effects in the skin
  - Clinically proven in Psoriatic patients
  - Manufactured under US FDA and MHPA standards
  - Bio-standardized
  - Safe & non-toxic
  - Patent protected
1. Psoriasis Area and Severity Index (PASI) Response

<table>
<thead>
<tr>
<th>Visit</th>
<th>Tinefcon Treatment group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PASI 50</td>
</tr>
<tr>
<td></td>
<td>Achieved</td>
</tr>
<tr>
<td>Visit 1</td>
<td></td>
</tr>
<tr>
<td>n=298</td>
<td>81 (27.2%)</td>
</tr>
<tr>
<td>Visit 2</td>
<td></td>
</tr>
<tr>
<td>n=298</td>
<td>8 (2.7%)</td>
</tr>
<tr>
<td>Visit 3</td>
<td></td>
</tr>
<tr>
<td>n=298</td>
<td>27 (9.1%)</td>
</tr>
</tbody>
</table>

2. Photographic evidence

Case 1

Before After

Case 2

Before After

3. Gene Expression Profile

Molecular response in patients treated with Tinefcon

<table>
<thead>
<tr>
<th>Treatment</th>
<th>Response</th>
<th>N</th>
<th>Non-Response</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tinefcon</td>
<td>Responder</td>
<td>30</td>
<td>Non Responder</td>
<td>28</td>
</tr>
<tr>
<td>Placebo</td>
<td>Responder</td>
<td>14</td>
<td>Non Responder</td>
<td>16</td>
</tr>
</tbody>
</table>

4. Local Psoriasis Severity Index (LPSI)

LPSI 50 and LPSI 75 were statistically significant in Tinefcon group showing significance level (<0.01)

<table>
<thead>
<tr>
<th>Treatment</th>
<th>LPSI 50</th>
<th>LPSI 75</th>
<th>LPSI 95</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tinefcon</td>
<td>27%</td>
<td>37%</td>
<td>57%</td>
</tr>
<tr>
<td>Placebo</td>
<td>42%</td>
<td>48%</td>
<td>62%</td>
</tr>
</tbody>
</table>

5. Dermatology Quality of Life (DQLI) Q1

Tinefcon cream significantly (**P=0.047) reduces itching and pain than placebo after 90 days.

<table>
<thead>
<tr>
<th>Treatment</th>
<th>DQLI Q1 Score Before</th>
<th>DQLI Q1 Score After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tinefcon</td>
<td>41</td>
<td>21</td>
</tr>
<tr>
<td>Placebo</td>
<td>28</td>
<td>21</td>
</tr>
</tbody>
</table>

Clinical Studies

- Double blind, parallel group, placebo controlled, prospective study of Tinefcon tablets on 74 subjects
- An open label, prospective, single group, multicentric study of Tinefcon tablet on 401 subjects
- A double blind, randomized, placebo controlled study of Tinefcon cream on 107 subjects with mild to moderate psoriasis

<table>
<thead>
<tr>
<th>Treatment</th>
<th>1.4 g/day</th>
<th>2.8 g/day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Placebo</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Tinefcon</td>
<td>74%</td>
<td>71%</td>
</tr>
</tbody>
</table>

- Treatment with Tinefcon cream resulted in reduction of redness, inflammation, itching and pain
- Transdermal absorption of Tinefcon acts as anti-inflammatory, analgesic; preventing keratinocyte proliferation and subsequently reduces skin thickness
- Wound healing effect reduces scar formation

Not only inhibits inflammatory response, but also induces anti-proliferative effects in the skin

Efficacious and is well tolerated with minimal side effects

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- Wound healing effect reduces scar formation

Tablet

- 40% of patients showed PASI 75% improvement
- 20% of patients showed PASI 90% improvement

Tablet

- Not only inhibits inflammatory response, but also induces anti-proliferative effects in the skin

Efficacious and is well tolerated with minimal side effects