

Auro Speak

The Quarterly Newsletter from the Corporate of Aurous HealthCare - CRO...

Mar 2015

Vol. 02 Ed. 03

WHAT'S YOUR



CHEMICAL COUNT ?

From the Desk of MD...

My dear friends,

In the past few months, I have had the pleasure of building my business contacts in spheres completely new to me. It fascinated me to learn about so many other dimensions to life, research and business. The concept that stuck with me were my interactions with friends working on "natural products". Conversations and little research later, I was astounded at the dearth of silent and very skillfully camouflaged toxic chemicals in most things I used everyday without even a second glance!

It got me thinking about "Clean Research".

This financial year, we at Aurous HealthCare aim to focus on giving the general public more "research-ed" products. Everyday products such as cleaners, detergents, health supplements, cosmetics, creams and lotions!

Natural maybe the way to go, but the medical researcher in me is more curious about ways to keep these chemicals within the safe zone.

If we could create, we can definitely re-create.

This year and henceforth, AHC aims at ensuring every possible product to have a "RESEARCH-ED" stamp and our proud logo right next to it!

Taxes may be taxing but there is never a dull moment in medical research!

Looking forward to researching more of your products this year!

With best regards,

Dr. VT. Sriraam MBBS MD (Pharmacology)

Managing Director \ Medical Director

Aurous HealthCare CRO



Dr. VT. Sriraam MBBS MD (Pharmacology) is the founder-director of Aurous HealthCare - CRO.

An alumni of Stanley Medical College, he was honored as "The Best Doctor" by the Ministry of Health, Maldives at the age of 23.

Gaining rich and varied experience at top CRO, Dr. VT. Sriraam founded Aurous HealthCare in 2008. An astute medical entrepreneur, his sharp business sense combined with his rich knowledge and experience in the field of clinical research has pushed Aurous HealthCare from strength to strength.

Dr. Sriraam has been recognized with NATIONAL AWARD - "Indian Leadership Award for Healthcare Excellence", for his contributions in the field of medical research

A man with strengths so varied and unique, Dr. VT. Sriraam is the epitome of the entrepreneurial combination of business brains and clinical-research creatives.

HEALTH CARE SECTOR GOI BUDGET 2015



Health Care gets Rs.33,150 Crore!

- * Health insurance premium was raised by the GoI in this budget.
- * Finance Minister Arun Jaitley promises to set up 5 AIIMS in Tamil Nadu, J&K, Punjab, Himachal Pradesh and Assam.
- * FM Jaitley has also promised 3 National Institute of Pharmaceutical Education in Maharashtra, Rajasthan & Chattisgarh.
- * GoI has announced Rs.150 Crore towards "Atal Innovation Mission" aimed at promoting academics, entrepreneurs and researchers.
- * There has been an overall reduction in the total allocation towards healthcare budget when compared to fiscal 2014-15.
- * **The increase in service tax from 12.36% to 14% also is likely to have an impact on the healthcare sector particularly research services.**

Science & technology gets Rs. 7,288 crore boost!

- * A major boost to the field of Science and Technology, the GoI has allocated Rs.7,288 Crore in the Union Budget 2015-16 for conducting research, giving a hike of Rs.1,793 Crore compared to the budget of 2014-15.
- * The Ministry of Science and Technology has three sub-departments - Dept of Science & Technology (DST), Dept of Biotechnology (DBT) and Centre for Scientific and Industrial Research (CSIR)
- * The DST has received highest allocation of Rs. 3,401 Crore, while the CSIR which controls one of the premier scientific research centres and laboratories conducting research has been allocated Rs. 2281 Crore and DBT has been allocated Rs. 1,606 Crore.

Source: www.businesstoday.com



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AUROSPEAK
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REPELS MOSQUITOES... BUT ARE YOU SAFE???

Mosquito repellent are essential in a tropical region like India. No measures will keep those buzzing pests away and as the last report, we do slather on a good measure of **Mosquito Repellent** to keep us protected from the annoying insects and the potentially harmful diseases they transmit.

But just how safe are these repellents?

* **97.2% deodarised KEROSENE** : This is in all the VAPORISER LIQUIDS that most homes in India use beyond 6:00pm everyday. The carton mentions 97.2% of "other ingredients" and it is not until one read the very fine print in the package insert that you are aware that **what you breathing everyday to keep you "safe" from mosquitos is KEROSENE!**

* **DEET - diethyltoluamide** : DEET is one of the most widely used chemicals as a mosquito repellent. While the use of DEET in lower concentrations is considered safe, when used in concentrations greater than 50 percent, DEET can produce skin irritation. Eye irritation is also common. These symptoms are most commonly associated with long-term, excessive exposure or improper use. DEET concentration more than 10% is not deemed safe for more than one use/day by Health Canada.

* **Permethrin** : Permethrin is known to cause CNS issue upon long term exposure. It is also one of leading causes for skin irritation. Inhalation is also known to cause respiratory issues, inclusive of allergic rhinitis.

* **Pyrethroid-based mosquito repellents**: These are typically used in liquid vaporizers and are studied and known to cross the BBB Blood Brain Barrier. Long term neurotoxic effects have been studies in mice. These chemicals are the leading cause of eye irritation, bronchial infections and rhinitis in people with prolonged exposure to liquid vaporizers used as mosquito repellent protection.

Staying safe from Mosquitoes and Repellent : Odomos has been approved as safe for use by the GoI and can be used on infants as well.

* Stay covered in long sleeved clothes in the evening rather than use repellent.

* Use natural repellent like eucalyptus oil, neem oil etc soaked on cotton balls that can be placed in one corner of the room.

* Personal Protection Measures (PPM) recommended by GoI includes sanitation of stagnant water, using nets on windows, beds, long sleeved clothes.

Sources: www.biospectrumasia.com

AURO Ayur...

Bilva (Stem/Bark)...

Scientific name: *Aegle marmelos* Corr

Sanskrit: Sripphala; **Assamese:** Bael; **Bengali:** Bela, Bilva;

English: Bengal Quince, Bael; **Gujarati:** Bill, Bilum; **Hindi:** Bela Sripphal; **Kannada:** Bilva

Malayalam: Koovalam; **Tamil:** Vilvum; **Telugu:** Maredu

Ayurvedic Properties and Action:

Rasa: Madhura, Tikta, Kasaya

Guna: Laghu, Ruksha, Urksa,

Virya: Usna

Vipaka: Katu

Karma: Kaphahara, Pittakara, Dipaniya, Sangrahi, Visaghna.

Dose: 15-30ml

Medicinal Uses: The different parts of Bael are used for various therapeutic purposes such as treatment of Asthma, Anemia, Fractures, healing of wounds, Swollen joints, High Blood Pressure, Jaundice, Diarrhoea and typhoid troubles during pregnancy.

Ref: Ayurvedic Pharmacopeia of India - Part I - Volume 4 ; IJCPR February - April 2011 ; 2 (1)



CLINICAL TRIAL MANAGEMENT for Herbal Products - Herbaceuticals & Medicines, Nutraceuticals, Cosmeceuticals.

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HAZARDS OF BABY POWDER INHALATION...

Talc is hydrated magnesium silicate, a pearly white, naturally occurring mineral found geologically in deposits around the world. It is softest mineral on other and has many uses, most common of which is talcum powder. However experts and regulatory agencies across the world advise against using talc powder for babies owing to inhalation toxicity. Inhalation of talc in small doses during routine activities like after bath, diaper changes etc may cause coughs, sneezes, and respiratory irritation in the babies.

Talc is insoluble in water, causing drying of the mucous membranes of the tracheobronchial tree when it is inhaled. This results in impairment of the normal ciliary function that is required to clear particulate matter from the airways. This may also lead to edema and inflammation of the bronchial epithelium.

Across the globe doctors and experts advise against the use of talc in baby powder. Cornstarch based baby powders are suggested as alternatives but not heeded by over 98% of the parents across the globe.

Source: Fiona M. Garlich, MD, Inhalation of Baby Powder, Emergency Medicine, case studies in toxicology January 2011



AURO Byte..

Ensembl Genome Browser

www.ensembl.org

Ensembl is a joint project between European Bioinformatics Institute (EBI), an outstation of the European Molecular Biology Laboratory (EMBL), and the Wellcome Trust Sanger Institute (WTSI). Both institutes are located on the Wellcome Trust Genome Campus in Hinxton, south of the city of Cambridge, United Kingdom. This was launched in 1999 in response to the imminent completion of the Human Genome Project. After 10 years in existence Ensembl's aim remains to provide a centralized resource for geneticists, molecular biologists and other researchers studying the genomes of our own species and other vertebrates and model organisms. Ensembl is one of several well known genome browsers for the retrieval of genomic information. The central concept is the ability to automatically generate graphical views of the alignment of genes and other genomic data against a reference genes. Data includes all Chordata such as mammalian, aves, tunicates etc, all non-vertebrates such as insects and worms and yeast database



TOXIC CHEMICALS IN EVERYDAY CLEANING PRODUCTS...



AURO Quiz...CDSCO...

- CDSCO establishes safety, efficacy and quality standards for?
 - Pharmaceuticals & Medical Devices
 - Food
 - Beverages
 - Medical Procedures.
- How many zonal offices does CDSCO have?
 - Three
 - Four
 - Five
 - Six
- CDSCO promotes Good Manufacturing Practices in harmony with which international regulatory
 - USFDA
 - WHO
 - EU
 - EMEA
- The current DCG(I) is
 - GN Singh
 - Manmohan Singh
 - Surinder Singh

Next Edition: How well do you understand Sleep & Insomnia

Answers on Page 4

We assume they are safe because they clean our homes and clothes everyday. But we don't realize what can kill germs can also have adverse effects on us. We use potent chemicals in everyday cleaning without being aware of the hazardous chemicals that we are exposed to.

* **2-BE / 2-BUTOYETHANOL** : Found in glass cleaners and multipurpose cleaners. This is a skin and eye irritant associated with blood disorders. It gives the characteristic "fresh sweet" smell that is attributed to ether in it and long term inhalation also cause throat infections. So if you are constantly clearing your throat, this could be one of reasons.

* **AMMONIA: Toilet and Bathroom cleaners.** Ammonia evaporates without leaving any streaks. So it is favored in high strength cleaners. But ammonia vapors are potent eye and skin irritants. Ammonia vapor exposure damages liver and kidney.

* **PHTHALATES** : If the product smells nice, it probably has phthalates in it. Typically used in air and room fresheners and toilet blocks. These are endocrine disruptors. Exposure to phthalates is predominantly through inhalation but heavily scented soaps contribute towards it too.

* **QUARTERNARY AMMONIA SALTS "QUATS"** : Found in fabric softeners, household cleaners labeled as "antibacterial". Unfortunately what is bad for the bacteria is worse for us. They are the world's leading cause for contact dermatitis and also cause respiratory infections.

SAFE ALTERNATIVES : Go green and clean! Use natural cleaners such as diluted vinegar, baking soda for cleaning surfaces. Use regulatory approved anti-bacterial products diluted in water to clean surfaces and floors at home. Ensure you wear gloves and masks while using strong cleaners for bathrooms to prevent exposure.

Vinegar also works excellently well as a fabric softener and also reduces static in the washing machine, saving you from lint! Use natural air and room fresheners made from natural oils or go green and creative with potpourri!

Source: David Suzuki Foundation.

Universal Ethics Committee: The Ethics Committee Division of Aurous HealthCare - CRO...

Universal Ethics Committee (UEC), is a unit of Aurous HealthCare (CRO) that is registered with CDSCO-DCGI holding registration number **ECR/125/Indt/TN/2013** & OHRP (Office of Human Rights Protection, United States) - IRB00008683. UEC has been serving the Clinical Research fraternity since 2012 by providing guidance for conduct and ethical clearance for clinical trial projects. Equipped with a GCP and Schedule Y compliant Expert member team, UEC contributes to the conduct of justified human (clinical) trials. We also review and approve PMS studies...



Contact : universalethicscommittee@gmail.com or via +91-9840909155

WHAT MAKES YOU BEAUTIFUL MAY ALSO HARM YOU...



LIST OF INGREDIENTS TO AVOID

12 toxic & carcinogenic compounds found in beauty & skin care products

Benzoyl Peroxide: Used in acne products, the MSDS states: Possible tumor promoter. May act as mutagen; produces DNA damage in human and other mammalian cells. Also, toxic by inhalation. Eye, skin and respiratory irritant.



DEA (Diethanolamine), MEA (Monoethanolamine), & TEA (Triethanolamine): This foam booster is a skin/eye irritant and causes contact dermatitis. Easily absorbed through skin to accumulate in body organs & the brain.

Dioxin: Won't appear in ingredients. Often in antibacterial ingredients like triclosan, emulsifiers, PEGs and ethoxylated cleansers like Sodium Laureth Sulfate. Dioxin causes cancer, reduced immunity, nervous system disorders, miscarriages and birth deformity.



DMDM Hydantoin & Urea (Imidazolidinyl): 2 preservatives that release formaldehyde which may cause joint pain, cancer, skin reactions, allergies, depression, headaches, chest pains, ear infections, chronic fatigue, dizziness, & insomnia.

FD&C Color & Pigments: Synthetic colors from coal tar contain heavy metal salts that deposit toxins in skin, causing skin sensitivity/irritation. Absorption can cause depletion of oxygen and death. Animal studies show almost all are carcinogenic.

Parabens (Methyl, Butyl, Ethyl, Propyl): Used as preservatives. Not always labeled. Used in deodorants & other skin care products, have been found in breast cancer tumors. May contribute to sterility in males, hormone imbalance in females & early puberty.

PEG (Polyethylene glycol): Made by ethoxylating Propylene Glycol. Dangerous levels of dioxin have been found as a by-product of the ethoxylation process. PEGs are in everything including personal care, baby care and sunscreens.

Phthalates: Found in many products, usually not listed on labels. Health effects include damage to liver/kidneys, birth defects, decreased sperm counts and early breast development in girls & boys.



Propylene Glycol (PG) & Butylene Glycol: Petroleum plastics. EPA considers PG so toxic it requires gloves, clothing, goggles & disposal by burying. EPA warns against skin contact to prevent brain, liver, and kidney abnormalities.



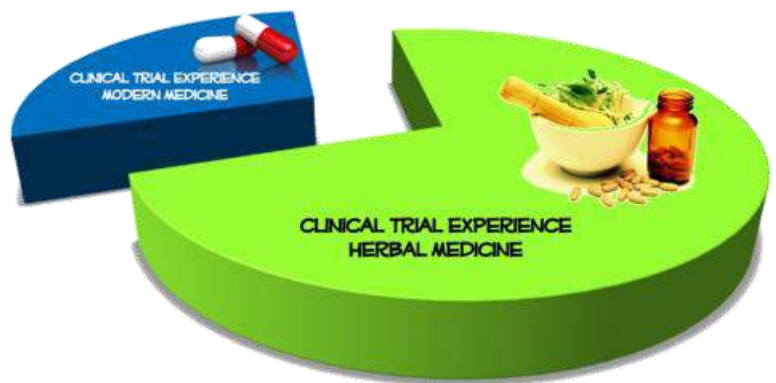
Sodium Lauryl Sulfate (SLS) & Sodium Laureth Sulfate (SLES): Used in car washes, garage floor cleaners, engine degreasers and 90% of personal-care products that foam. Eye damage, depression, labored breathing, diarrhea, skin irritation, & death.

Sunscreen chemicals: Avobenzone, benzophenone, ethoxycinnamate, PABA are commonly used ingredients that are known free radical generators and are believed to damage DNA or lead to cancers.

Triclosan: Synthetic antibacterial ingredient. EPA registers it as a pesticide, posing risks to human health and environment. Classified as a chlorophenol, chemicals suspected of causing cancer in humans.

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