



## Hyphens Pharma Advances Discussion on Benefits of High Potency Live Bacteria

### ***Gastroenterologist and Immunologist Professor Claudio De Simone to Share Research and Insights on Gut Health With Medical Professionals in Singapore***

**Singapore – 27 September, 2011** – Hyphens Pharma, a specialty pharmaceutical company focusing on innovative gastroenterology products, is organizing two talks on October 8th, 2011 at the Marina Bay Sands Convention Centre. Gastroenterologist and Immunologist Professor Claudio De Simone will be sharing his research and expertise on gut health with medical professionals in Singapore.

The lunch talk is entitled "Gastro's Dilemma: Gut health and the immuno-suppressed patient," the dinner talk is entitled "Addressing Probiotic Myths: Latest trends that every doctor should know."

Guest speaker Professor De Simone, Associate Professor, Department of Experimental Medicine, University of L'Aquila, Italy will speak on his latest research development on probiotics and how the right evaluation can benefit patients. An author of over 200 scientific journals, reviews, case reports and book chapters, Professor De Simone received his degree in Medicine and Surgery with Summa cum Laude from the University of Rome in Italy, 1975. He went on to receive his specialization degrees in Gastroenterology and Immunology and has been researching on the subject for the past 20 years. Professor De Simone has also recently been named Fellow of the American Gastroenterological Association (AGA), the nation's oldest medical society dedicated to disorders of the gastrointestinal (GI) tract.

Irritable Bowel Syndrome (IBS) is a functional digestive disorder characterized by abdominal pain, bloating, diarrhoea and flatulence. Prevalent in Singapore, IBS affects 1 in 10 people locally, regardless of age or gender. It is also one of the commonest causes of missing days from work, second only to the common cold. Medical experts have long seen a link between probiotics and IBS, and how the use of high potency live bacteria can significantly improve patients' quality of life. A number of studies have shown that common IBS symptoms like bloating and flatulence can be treated with VSL#3, one of the most researched probiotics in the industry.

Organized by Hyphens Pharma with the support of the Gastroenterology Society of Singapore, the series of talks aims to facilitate discussion and promote new insights among medical professionals regarding the often misunderstood term "Probiotics."

To receive more information or to register for the event, please email [GastroTalk@flamecomms.com](mailto:GastroTalk@flamecomms.com) or visit [www.hyphens.com.sg](http://www.hyphens.com.sg)

###

### **About Hyphens Pharma**

We are a specialty pharmaceutical company focused on the sales and market development of products in various therapeutic fields: Allergy & ENT, Gastroenterology, Obstetrics & Gynecology, Ophthalmology, Pediatrics, Radiology and Rheumatology. It is our mission to be a leading human healthcare company in Southeast Asia, through excellence in sales and marketing of innovative biomedical products.

With a dedicated team comprising of both experienced pharmaceutical industry veterans as well as energetic young professionals, Hyphens Pharma was awarded the E-50 Enterprise Awards in November 2010 for recognition of its consistently strong financial performances and innovative solutions. It has also consistently earned the accolade of being a SME500 company in Singapore since 2001."

For more information, please visit [www.hyphens.com.sg](http://www.hyphens.com.sg).

#### Contact

Florence Fang  
Flame Communications (PR Agency)  
Tel: (65) 6259 3193  
Email: [florence@flamecomms.com](mailto:florence@flamecomms.com)

Luke Lee  
Snr Product Manager  
Hyphens Pharma Pte. Ltd.  
Tel: (65) 6594 0789  
Email: [luke.lee@pom.com.sg](mailto:luke.lee@pom.com.sg)