

NEWS: Warner-Lambert
COMPANY
MORRIS PLAINS, NEW JERSEY 07950

SCIENTIFIC FEB 11 1975
Contact: W. Logan
(201) 540-2640 or
N.Y. Tie Line: 227-7084

MORRIS PLAINS, N.J. Feb. 7-- Softcon Products, a Division of the Warner-Lambert Company which specializes in professional vision care products, announces the introduction of HydrazolTM, a form of acetazolamide which is a drug frequently prescribed for the treatment of glaucoma.

Glaucoma is caused by excessive pressure within the eye because of a build up of fluid. Taken orally, Hydrazol inhibits the increase of excess fluid which, in turn, helps alleviate pressure on the eye. A glaucoma patient, who takes Hydrazol adjunctively, has a much better chance for controlling intraocular pressure than with drops alone.

Mr. Hank Green, Softcon General Manager, says that Hydrazol, when measured against a competitive acetazolamide, produces higher mean plasma levels during the first two hours after administration. He also pointed out that the competitive price of Hydrazol can mean significant savings for the glaucoma patient who is most often over 65 and on a fixed income.

Approximately 10 percent of the population over 40 years of age in this country suffer from glaucoma. If glaucoma goes undetected and untreated, it may eventually result in total blindness.

Mr. Green says that the introduction of Hydrazol compliments the other products marketed by the Softcon Products Division which include the Softcon Ophthalmics line and the Softcon (vifilcon A) Bandage Lens, approved by the Food and Drug Administration for bullous keratopathy. Supplemental NDA's are pending for other use in other eye disorders as well as visual correction.