Saladax Biomedical, Inc. Expands Distribution of My5-FU in Europe

Bio-Medicine.Org

BETHLEHEM, Pa., Dec. 16, 2011 /PRNewswire/ -- Saladax Biomedical, Inc., a privately held company developing and commercializing novel diagnostic assays to achieve the promise of personalized medicine for new and existing therapeutics, today announced it has entered into distribution agreements with Genoxa of Puck, Poland and AB ANALITICA of Padua, Italy, for My5-FU™, a test that measures levels of a widely-used anti-cancer drug, 5-fluorouracil (5-FU), in the blood of cancer patients.

"Our new partnership with AB ANALITICA and Genoxa continues the expansion of our marketing and distribution channels in Europe, which will facilitate adoption of 5-FU dose management in these new markets for Saladax," said Adrienne Choma, Esq., senior vice president and Chief Marketing Officer of Saladax.

Genoxa will be the exclusive provider of My5-FU testing services to oncologists in Poland, enabling them to individualize the dose of 5-FU to optimize therapeutic efficacy and reduce toxicity for their patients. Genoxa is a privately owned clinical reference laboratory focused on providing personalized medicine testing services. "We are pleased to introduce this exciting new technology from Saladax to the Polish oncology community and offer cancer patients better treatment options," commented Artur Wilandt, co-founder and CEO of Genoxa.

In Italy, AB ANALITICA will be the exclusive distributor of My5-FU testing kits to hospital and reference laboratories. Mikkel Johansen, marketing manager for AB ANALITICA, said, "We are delighted with our partnership with Saladax. The addition of My5-FU fits nicely into our current portfolio of diagnostic tests." AB ANALITICA is focused on the development and commercialization of diagnostic tests for human infectious diseases, oncology, genetic diseases, target therapies and pharmacogenetics.

About My5-FU
Saladax's first commercially available test for in
'/>"/>

SOURCE [1]

Source URL (retrieved on *03/11/2014 - 7:23am*):
http://www.mdtmag.com/news/2011/12/saladax-biomedical-inc-expands-distribution-my5-fu-europe

Links:
[1] http://www.bio-medicine.org/medicine-technology-1/Saladax-Biomedical--Inc--Expands-Distribution-of-My5-FU-in-Europe-22990-1/