

UNIDOSE: MODERN PACKAGING TRENDS FROM RV-OPV WELLNESS

The dose of a drug is the actual amount of drug given to the patient at a time. The drug dosage is one of the significant variables in the pharmacokinetic models utilized for the dosing of an individual drug molecule. Hence comes the importance of regulatory guidelines mandate and its explicit mentioning of dose on any marketed product.

The drug dose depends on the patient's body weight, age, body surface, area, sex, etc.

The correct drug dose is the one that produces a high likelihood of achieving a good clinical response with a low probability of causing a concentration-driven adverse effect.

Another key factor is that the optimal dose should have a high probability of suppressing the emergence of resistant mutant.

Keeping all these factors in mind RV-OPV manufactured Unitdose.

While positioning Unitdose, in a new category of RV-OPV Wellness, was the basic intention of addressing the drawbacks of conventional disposable dosage forms, such as glass ampules that contain glass pieces and inconvenient powder packaging like sachets.

RV-OPV has used the materials that were imported from Europe and renamed Unit-dose as Unidose.

Unidose packaging puts forth science, consumer friendliness and especially with 3 utilities in 1 Unidose: **Safe, Easy to use, and Convenient to carry with a modern look.**

The Unidose form is kid friendly as they can use it on their own and conveniently carry it.

Moreover, Unidose is produced and supported by the RV-OPV brands, a state of art manufacturing facility in the Dong Nai industrial estate of Vietnam which carries a reputation for 70 years of GMP approved manufacturing facility.

The launch of Unidose in Vietnam is one of its kind which comes in three therapeutic segments- Calcilife for appropriate amount of calcium dose required in an adult: Centovit with Lysine for kids and Star Ivy Syrup for kids and children for their symptomatic cough relief.

RV-OPV Wellness category launch and, acceptance in Vietnam was applauded by the Government organizations of Vietnam and India. Connecting culture, sports and science made a perfect blend to make aware and educate the target audiences of Vietnam in the campaign “Toàn dân rèn luyện thân thể theo gương Bác Hồ vĩ đại - Everyone gets inspiration from Ho Chi Minh’s fitness motto”

