




Business Development
& Licensing at a Glance

Biopharmaceutical Industry

Brazil

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Several agreements and partnerships between pharmaceutical companies were established in Brazil

In one of the most recent agreements between Hypera Pharma and Sanofi, the Brazilian pharmaceutical company acquired 12 brands of OTC and prescription drugs, according to an announcement made on July 13th. The agreement includes the acquisition of 12 over-the-counter (“OTC”) and prescription drug brands in Brazil, Mexico and Colombia, totaling US\$190.3 million. The list of products includes the analgesic AAS, the herbal medicine Naturetti, and the oral antiseptic Cepacol, all OTC drugs. The list of prescription drugs include the antiepileptic Hidantal, in addition to the appetite stimulant Buclin, among others.

In another relevant agreement, EMS, the largest Brazilian pharmaceutical company, acquired Caladryl brand's production and sales rights, after negotiations with Celleria Farma, another Brazilian company. The Caladryl brand is a line of products that includes a traditional after-sun cream that has been in the Brazilian market for over 50 years, in addition to sunscreens. With this agreement, EMS reinforces its OTC product line at the drugstores, while Celleria strengthens its focus on the RX segment, mainly with drugs for the CNS, gastroenterology and pediatrics.

The last recent partnership on that list is between Eurofarma, a Brazilian pharma company that operates in more than 20 countries in Latin America, with the North American Pacira BioSciences, Inc., a reference in pain treatment through non-opioid drugs. Under this agreement, the Brazilian company will have exclusive rights to sell Exparel®, a Bupivacaine liposome injectable suspension, indicated for postoperative pain control.

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