

CRÍTICA A LA PUBLICIDAD DE

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▲ ALVESCO® (Ciclesonida)

Sólo se ha destacado aquellos aspectos de la promoción que, a nuestro juicio, son más criticables.

Folleto promocional original: 06-12-ALV-URI-11-11.



¡Punto negativo a la bibliografía utilizada! ¿Es ésta una información clínica de fuentes relevantes?

Estudio comparativo aleatorizado de ciclesonida y fluticasona propionato en pacientes con asma persistente moderada.

LP Boulet et al. Respiratory Medicine 2007 Aug;101(8):1677-86.

¡Es un ensayo abierto!

Son 2 presentaciones a congresos.

NUEVO CORTICOIDE INHALADO PARA EL TRATAMIENTO DEL ASMA PERSISTENTE

- Perfil farmacológico único
- Eficacia similar a budesonida y fluticasona (5,8)
- Efectos adversos locales (candidiasis, ronquera) inferiores a los CIs actuales y similares a placebo (9,10)
- Menos efectos secundarios sistémicos que los CIs actuales (5-7,11-19)
- Máxima comodidad

De estas 12 referencias, sólo 6 son de comparación directa frente a corticoides inhalados!

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La evaluación de este medicamento se puede consultar en la ficha NME nº 183/2011 y su informe