



**LEO Pharma**

research based, people driven

Mrs Janice Johnson  
PSALV  
54 Bellevue Road  
Edinburgh  
EH7 4DE

07 January 2011

Dear Mrs Johnson

**Launch of Dovobet® Gel** (calcipotriol/betamethasone dipropionate)

I am writing to introduce myself as the New Medical Director at LEO Pharma in the UK.

As Medical Adviser/CEO/MD to the [insert name of patient support group] you will no doubt be keen to keep abreast of new treatment options for people living with psoriasis entering the market with a view that you have the latest information to support your members.

I am pleased to advise you on a new development in the treatment of psoriasis from LEO Pharma. Dovobet® **Gel** (calcipotriol plus betamethasone dipropionate) is the first and only once daily, dual-action non-alcoholic gel formulation for scalp psoriasis and mild-to-moderate body psoriasis. Offering the benefit of two complementary mechanisms of action, a topical steroid in the form of betamethasone dipropionate and a vitamin D3 analogue, Dovobet® **Gel** will be launched officially to General Practitioners in the UK and actively promoted from w/c 17<sup>th</sup> January 2011.

Individually, each component has a role to play in Dovobet® **Gel**, calcipotriol helps bring the rate of skin cell growth back to normal, and betamethasone dipropionate to help reduce inflammation. However using the combination product, rather than each ingredient separately provides greater efficacy than either used separately. Dovobet® **Gel** provides a new choice to suit patient needs for both body and scalp psoriasis, giving them more time in their daily routines.

Dovobet® **Gel** is now available on GP prescribing systems and via Dermatologists so you may soon start to get enquiries from your members. I thought it may be helpful to provide you with the Summary of Product Characteristics and PIL, together with the Dovobet® **Gel** patient reference leaflet that prescribers will be able to provide to patients prescribed the product.

LEO Laboratories Limited No 662129  
Registered in England

Longwick Road  
Princes Risborough  
Buckinghamshire HP27 9RR  
A LEO Foundation Company

Phone +44 (0)1844 347333  
Fax +44 (0)1844 342278  
Internet [www.leo-pharma.com](http://www.leo-pharma.com)

My Medical Information team would be pleased to discuss any questions that you may have regarding Dovobet® Gel at this stage in order to support you. Additionally, please do not hesitate to contact me or any of the team at LEO Pharma should you require any further information or advice in dealing with potential enquiries via your web site or helpline. For reference our Medical Information contact details are:

***email: [medical-info.uk@leo-pharma.com](mailto:medical-info.uk@leo-pharma.com)***

***tel: 01844 347333 press 1 for Medical Dept***

I trust that you will find this information useful and I look forward to meeting you in person in 2011.

Yours sincerely



Dr Martin Waldron  
Medical Director, LEO Pharma UK  
[martin.waldron@leo-pharma.com](mailto:martin.waldron@leo-pharma.com)

Encs