

BLUE CROSS NEWS

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September 2021 – Record Company Sales

Congratulations on record breaking sales in September 2021!

Appreciation goes to every one in the Field, Factories and HO for contributing to this highest ever Sales achievement! As always, with **more than 80% field personnel achieving / exceeding their targets**, the record Sales becomes even more significant and satisfying!

We at Blue Cross have truly Dared and have come on Top!!

Let us recommit ourselves to reach the benefit of our **World Class Quality Products & Significant Affordability** to more people faster. The only way to do this is to **convert more Doctors as Regular Prescribers, Regular Prescribers as Exclusive Prescribers** and make our excellent products **available at every single Chemist counter!**

All the best for a strong sales performance in October 2021!



WORLD HEART DAY
29th September



World Heart Day is organized by the World Heart Federation every year on 29th September. The purpose of organizing World Heart Day is to spread awareness around the globe about Heart Diseases & Stroke as World's leading cause of death. This year the theme for World Heart Day is "Use Heart to Connect". Using Heart means emotions and keeping this theme in mind, we at Blue Cross have started a campaign "Kya aapne dawai lii?" (Did you take your medicine?) across India from 29th September for which a special video was released. This video helped create an emotional connect with everyone & raised awareness about regular intake of Heart medicines and roping in family and friends to ensure the same. So ask your loved ones suffering from any Heart condition everyday, "Kya aapne dawai lii?".

Diabetes Detection A Necessity !!!

Diabetes is rising to an alarming epidemic level throughout India. Early diagnosis and treatment of diabetes and especially prediabetes is essential using recommended glycemic level criteria. Screening for diabetes especially in a country like India is very essential to reduce late diagnosis. Ignorance of diabetic symptoms is a major reason for late diagnosis leading to major complications related to it. Our field personnel try to ensure that such late diagnosis of Diabetes / Prediabetes is avoided as much as possible by arranging Diabetes Detection camps across India. These camps are highly appreciated by the Doctors & the communities where they are held & help patients in early management of Diabetes.



NUTRITION IN MIGRAINES



A migraine is a headache that can cause severe throbbing pain or a pulsing sensation, usually on one side of the head. It's often accompanied by nausea, vomiting, and extreme sensitivity to light and sound.

In some cases, people generally get a warning sign before a migraine, which is called as the Aura which could be visual disturbances like flashes of light, blind spots, or tingling on one side of the face, arm or leg or difficulty in speaking.

Migraines can affect adults, teenagers as well as children and can be due to multiple causes. These are usually called "Triggers" that cause a migraine attack.

Migraine attacks can be triggered by a variety of factors. Common triggers include:

Emotional stress: Emotional stress is one of the most common triggers of migraine headaches. During stressful events, certain chemicals released by the brain can bring on a migraine. Other emotions like anxiety, worry and excitement can make your migraine more severe.

Food habits: Delaying a meal might also trigger your migraine headache.

Certain chemicals and preservatives in foods or certain foods and beverages such as aged cheese, alcoholic beverages, chocolate, food additives, fermented or pickled foods may be responsible for triggering up to 30% of migraines.

Caffeine: Having too much caffeine or withdrawal from caffeine can cause headaches when the caffeine level abruptly drops. Caffeine is sometimes recommended to help with treating acute migraine attacks but should not be used frequently.

Daily use of pain-relieving medications: If you use medicine meant to relieve headache too often, it can cause a rebound headache.

Hormonal changes in women. Migraines in women are more common around the time of their menstrual periods. Hormonal changes can also be brought on by birth control pills and hormone replacement therapy. Hormonal changes do not appear to trigger migraines in men.

Light. Flashing lights, fluorescent lights, light from the TV or computer and sunlight can also trigger migraines.

Other possible triggers include:

- Changing weather conditions, pressure changes, strong winds or changes in altitude.

- Being overly tired. Overexertion.
- Dieting, or not drinking enough water.
- Changes in your normal sleep pattern.
- Loud noises.
- Exposure to smoke, perfumes or other odors.
- Certain medications cause blood vessels to swell.

HOW DOES NUTRITION HELP WITH MIGRAINES?

Eat regularly throughout the day: Eat on a consistent schedule from day to day. This will help avoid possibly Low blood sugar Levels which can trigger or worsen a migraine.

Eat carbohydrates in moderation: Eating Large amounts of carbohydrates at one time can cause blood sugar levels to rise too high and then drop too low which can trigger a migraine.

Drink plenty of fluids during the day: Good sources are water, milk and 100 percent fruit juices. Dehydration can cause headaches.

Eat a low-fat diet: Foods high in fats can increase the frequency, length and intensity of migraines.

Take care when eating cold foods: Some people are more sensitive to cold foods and this can trigger headaches.

Be aware of non-food triggers: These can include fatigue, exercise, sleep deprivation, bright lights, head trauma, infection, menstruation and oral contraceptives. Minimize these triggers when possible

Apart from these, some foods like ginger, garlic, spinach, broccoli, wholegrains, black beans, almonds, eggs, soy, chicken, walnuts and pumpkin seeds may also help.

Certain supplements like **omega3, magnesium, vitamin B2 and coenzyme Q10** are also beneficial in preventing migraine attacks

Alternative migraine management methods, also known as home remedies, include:

- Resting in a dark, quiet, cool room.
- Applying a cold compress or washcloth to your forehead or behind your neck. (Some people prefer heat.)
- Massaging your scalp.
- Yoga.
- Applying pressure to your temples in a circular motion.
- Keeping yourself in a calm state and meditating.

Migraine headaches can be devastating and make it impossible to go to work, school or perform daily activities. Fortunately, there are some ways to possibly prevent a migraine and other ways to help you manage and endure the symptoms. Work with your healthcare provider to keep migraines from ruling your life.

Remedy to 3rd Covid wave

COVID APPROPRIATE BEHAVIOUR AND MASSIVE VACCINATION COVERAGE

A century ago, a virulent flu virus killed some 50 million people worldwide. In just two years, 1918 and 1919, 3% of the world's population perished.

The first wave usually affects the most vulnerable sections of the population: the old, sick and the immuno-compromised. The second wave starts when the epidemic spreads into the general population, which may not have got the infection during the first wave and who do not have protective antibodies against the pathogen. The second and third waves of the infection are usually due to mutant strains, which may partially escape the immunity offered by previous infections.

Human behaviour has been critical in shaping the COVID-19 pandemic, and the actions of individuals, groups, and communities, all have a role to play in curbing its spread. What we fail to understand is that adherence to Covid-appropriate behaviour or the lack of it is what will prevent or cause any future waves".

Thus, maintaining behavioural change over time, including washing hands, keeping social distance, sneezing into one's elbow and not touching one's face are important and need to be followed by all.

Vaccine is the most potent tool that we have against COVID-19 infections & therefore relying on vaccines is the most rational way to prevent a third wave. Now, pregnant and lactating mothers can also take the vaccines.

The prime benefit of taking the vaccine is obviously getting a **strong layer of protection against all the variants of Coronavirus.**

Reports of positive cases after vaccination are recorded however the rate of hospitalization has reduced because of the decreased severity of the disease in vaccinated individuals.

Vaccines for different age groups are underway and few of them have received approval for >12 years of age.

Adding one more layer of protection
Key things to know about the COVID-19 vaccines

COVID-19 vaccination is an important tool to help us get back to normal.

COVID-19 vaccines are safe and effective. The guidelines recommends you should get a COVID-19 vaccine as soon as you are eligible.

Millions of people in the INDIA have received COVID-19 vaccine. **>10 Cr.**

People who have been fully vaccinated can start to do some things that they had stopped doing because of pandemic.

A COVID-19 vaccine cannot make you sick with COVID-19.

Common side effects

- Fatigue/Fever
- Headache
- Pain/soreness at injection site

You should continue to wear a mask, social distance and practice proper hand hygiene after being vaccinated.

Events @ GOA



Guest of Honour, Mrs Medha Desai, Dy. Director FDA , Goa addressed the young pharmacists & was felicitated on the occasion of Pharmacist Day



Puja performed in the Ointment Department after renovation and enhancement of manufacturing capacity



On the Occasion on Ganesh Chaturthi ,a Ganesh Mandap making competition was organised



Mrs Ajanta Burman, Our CSR consultant handed over the Electrician course completion certificate to 22 students under the CSR programme

Long Servers Felicitated

30 years

Anil Jachak



25 years

Masuma Rangwala



15 years

Sabu John Allappattu



Amit Raut
Krishna Kant Sapkota
Sandeep R

5 years

Madan Thorat



Zala Kripalsinh P
Loveleen Kumar Gupta
Ajay Kumar Pathak
Vijay Kumar Tiwari
Tanmoy Das
R Pratap Reddy
Rahul Mangsule
Y Rama Rao
Anuj Kumar Sharma
Snigdha Das
Nand Kishore
Gorav
Milind Borse
Tausif Shaikh
Yogesh Kahar
Sitaram Prajapat

Congrats on Your Promotion

GM - Accounts & Taxation

Amit Patankar

DGM-Sales Admin - Exl Div

Gurudas Bandodkar

Sr. Production Manager (OS)

Awadhut Patil

Kuldeep Singh Yadav

Production Manager (OS)

Vishal Mulik

Assistant Manager- Systems

Pritesh Chari

Executive Assistant

Nieves Barrow

Sr.Manager Stores &

Distribution

Shantaram Bandekar

Sr. Executive-QC

Dipti Kolambkar

Dy. Zonal Manager

Man Mohan

Sr. Regional Manager

Girish Shankar Harage

Regional Manager

Sunil Kothari

Sr. Area Business Manager

Sandip S Waghmare

Rahul M Yeotkar

Ayush Jain

Vishal Sharma

Yashpal

C Madhu

R. Pratap Reddy

P Sankar Kumar

Mahimala Raju

A Shivaprasad

Dilip Kumar Mandal

Sadanand Singh

Vijayraj Chavan

Arun Kumar

Raj Singh Gandhi

Deepak Kumar

Satish

Beri Venkatesh

Area Business Manager

Jagdish R Nikam

Tausif Shaikh

Ketan Mohe

Mahipal Parmar

Paras Gupta

Kailash Saini

Vivek Kumar Goyal

Sitaram Prajapat

Paluru Naveen

Abhijeet Kumar

Vijay Kumar Tiwari

Suhas Kakeru

Bandi Chandramohan

Kendre Sandeep

Praveen Naik

Pradeep S

Pulakesh Mandal

Sambhu Das Gupta

Biswadeep Singha

Abdullahil Maruf

Kiran K B

Venkanna S

R Ravi Chandran

Tanmoy Saha

Pradeep G

Pawan Kumar

Amarjeet Kumar

Jagdish Chaurasiya

Keshav Verma

Panikala Vamshikrishna

Dayyala Raj Kumar

Mohammed Zunane

Nilachala Sahu

Rakesh Kumar Jha

Yogesh Rathor

Ayan Mondal

Basavaraj Kotabagi

Shashi Kumar S

Prasad Bulbule

Rahul Mangsule

Ankur Tripathi

Aasif Babu Pathan

Himanshu Tiwari

Rakesh Tripathi

S Mahaboob Basha

Territory Manager

Santosh Kumar

Sachin S Nandurkar

Vishal S Kaldate

Sunil Tambe

Rahul Patel

Shankar Lal

Muneer Bhat

Prabhu Chaubey

Utkarsh Asthana

Rahul Kumar

Aasif Shah Ansar

Rajbhawan Tiwari

Manish Upadhyay

Lekhraj Saini

Kushal Sharma

Baban Fakirba Barde

Mahip Makwana

Mayur Uike

Mohammad Asim

Raghuraman S

Nasir Zahoor Sheikh

Krishan Kumar Roy

Rahul Mishra

Ajeet Kumar Mishra

Mukesh Chaurashiya

Ashutosh K. Singh

Arun Kumar

Bhaskar Mukherjee

Nilesh Jadhav

Praveen Vishwakarma

Mohd Salman

Suraj Pandey

Sr. Sales Executive

Vishwa Nath Tiwari

MARATHON WINNER



Vijay Rambariki participated in Kundalika River Marathon-2021 at Kolad and won the Half Marathon (21 Km)

GANAPATI FESTIVAL

Corporate Office



Nasik

