

Slovenia to launch generic version of Viagra

July 31 2009

Krka, the biggest drugmaker in Slovenia, said Friday that its generic version of the impotency drug Viagra would be launched in September and priced 30 percent cheaper than the original.

"We'll launch it first in Slovenia and later on, when the patents expire in other countries (in 2012), we'll offer it in central, eastern and western Europe as well," Krka chief executive Joze Colaric told the Internet news site, Zurnal24.

Russia, in particular, was seen as an important market.

Krka's version of the erectile dysfunction drug would be marketed under the name "vizarsin" and, unlike the blue pills made by US drug giant [Pfizer](#), would be white in colour, Colaric said.

The European Medicines Agency EMEA authorised the marketing of Krka's generic version of [Viagra](#) on June 25.

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