

## Development of a novel polyherbal product for treatment of Atopic dermatitis & other chronic dermal inflammatory diseases

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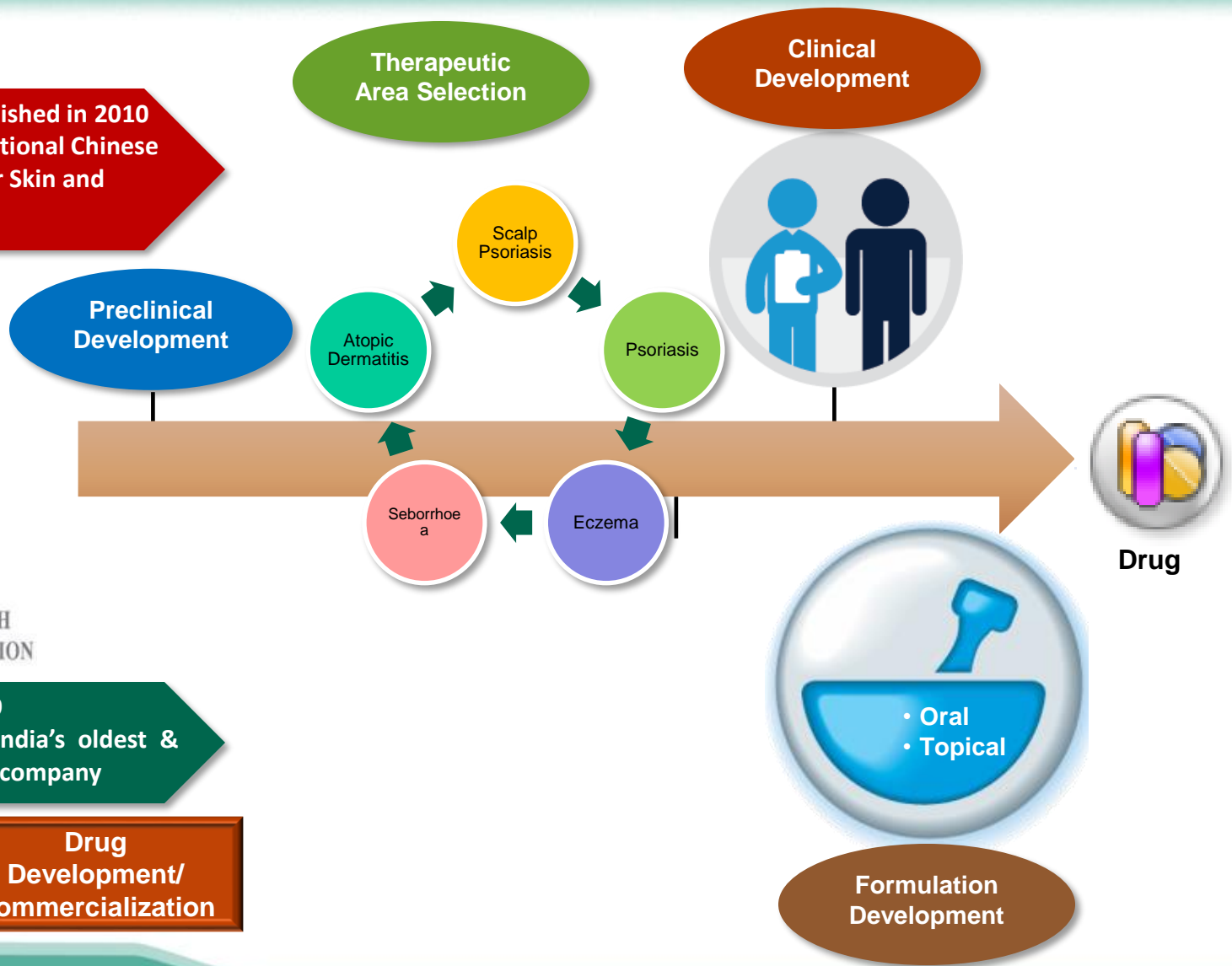
- Israel based; Established in 2010
- Specialized in Traditional Chinese Medicine (TCM) for Skin and Cancer Treatment



- Established in 1979
- Research arm of India's oldest & largest health care company

**Global Collaboration**

**Drug Development/ Commercialization**

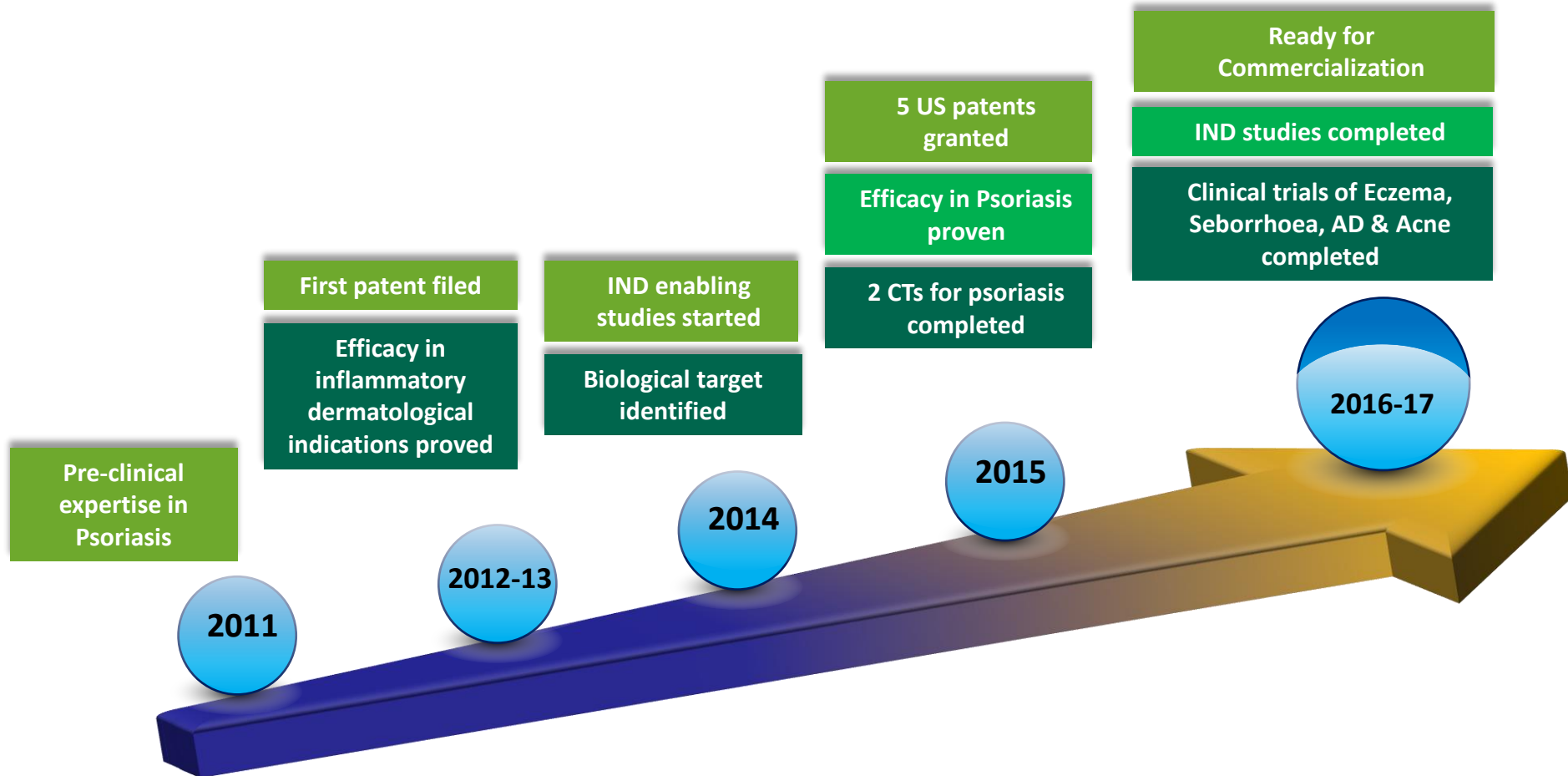




- **A polyherbal product for a wide range of skin diseases**
- **Fully characterized**
- **Potent anti-inflammatory**
- **Clinically validated targets**
- **Found to be safe for human use**
- **Tested on over 150 patients**
- **IP-Over 50 patents filed**
- **Received provisional clearance for EU commercialization**

No.	Formulation	Indication
1	Cream	Psoriasis, Eczema, Atopic dermatitis
2	Shampoo - 1	Scalp Psoriasis
3	Hair lotion	Scalp psoriasis
4	Hair Serum / vitalizer	Seborrhoea / Dandruff
5	Shampoo - 2	Seborrhoea / Dandruff
6	Acne Gel	Acne
7	NanoGel	Psoriasis, Eczema, Atopic dermatitis
8	Oral Tablets	Psoriasis, other chronic inflammatory disorders
9	Oral Nanoparticles	Psoriasis, other chronic inflammatory disorders

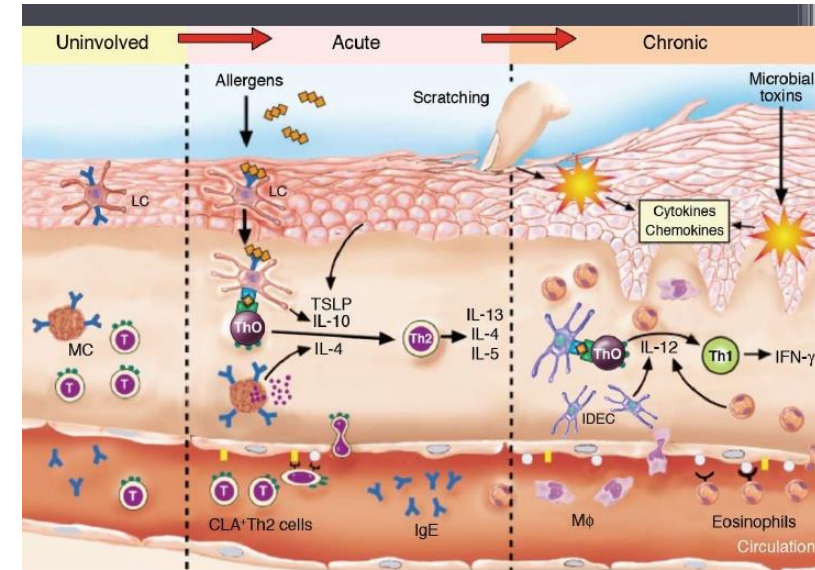




- Atopic dermatitis (AD), also known as atopic eczema, is a type of inflammation of the skin (dermatitis).
- It results in itchy, red, swollen, and cracked skin. Clear fluid may come from the affected areas, which often thicken over time.
- In children under one year of age much of the body may be affected. In adults the hands and feet are the most commonly affected areas.
- The cause is unknown but believed to involve genetics, immune system dysfunction, environmental exposures, and difficulties with the permeability of the skin.
- The pathophysiology may involve a mixture of type I and type IV-like hypersensitivity reactions.



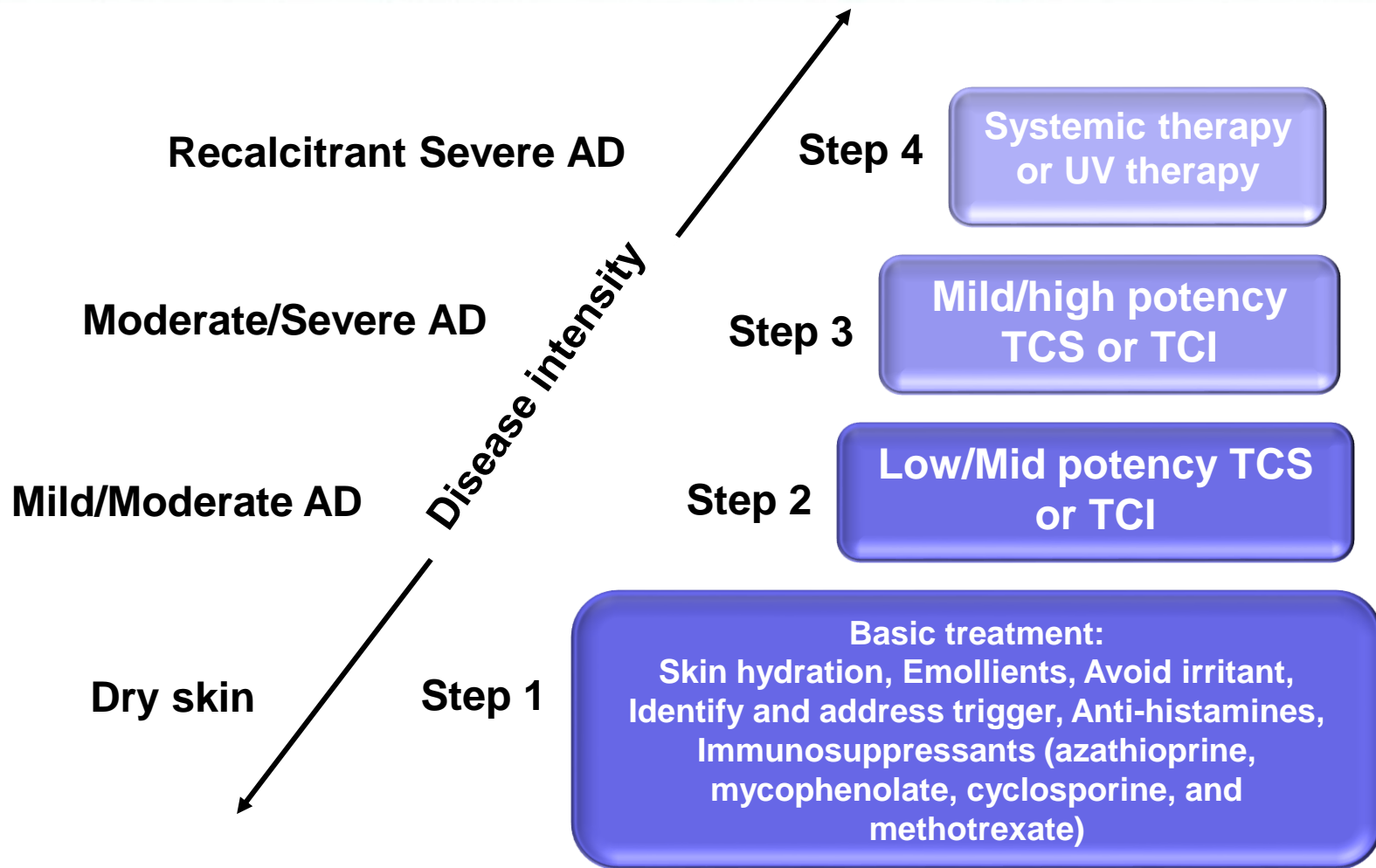
- Atopic dermatitis (AD) is a chronic inflammatory disease which results from complex interactions between genetic and environmental mechanisms.
- An altered lipid composition of the stratum corneum is responsible for the xerotic aspect of the skin and determines a higher permeability to allergens and irritants.
- Keratinocytes of AD patients exhibit a propensity to an exaggerated production of cytokines and chemokines, a phenomenon that can have a major role in promoting and maintaining inflammation.
- Dendritic cells expressing membrane IgE receptors play a critical role in the amplification of allergen-specific T cell responses.
- Thymus And Activation Regulated Chemokine (TARC) -CCR4 ligand, overexpressed in eczema lesions and attracts Th2 cells.
- A complex network of cytokines and chemokines contributes to establishing a local milieu that favors the permanence of inflammation in AD skin.



J. Clin. Invest. 2004;113:651-657

## Atopic dermatitis: mechanism of disease

<https://www.slideshare.net/AllergyChula/atopic-dermatitis-mechanism-of-disease>

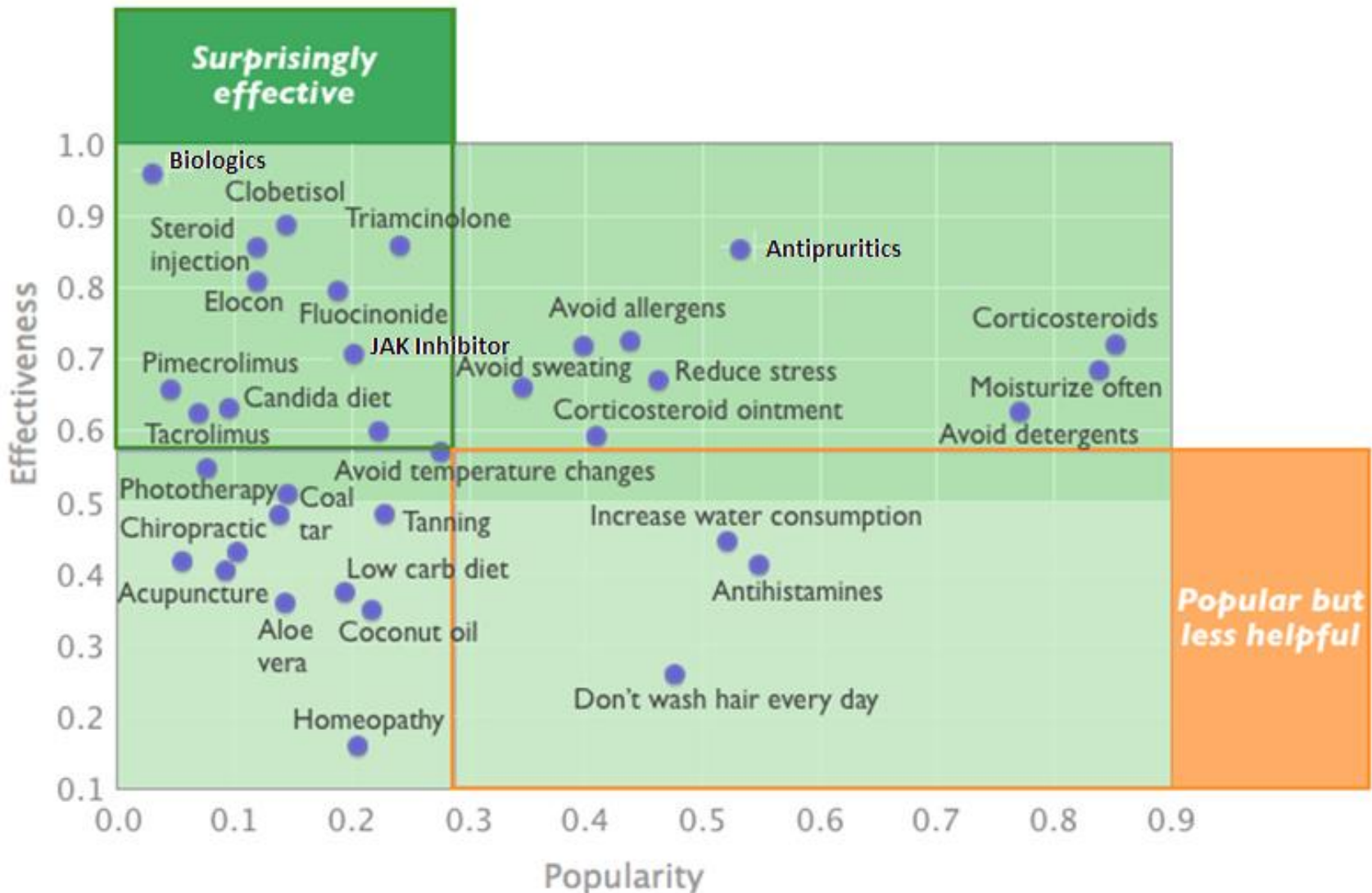


*Medscape, 2008*



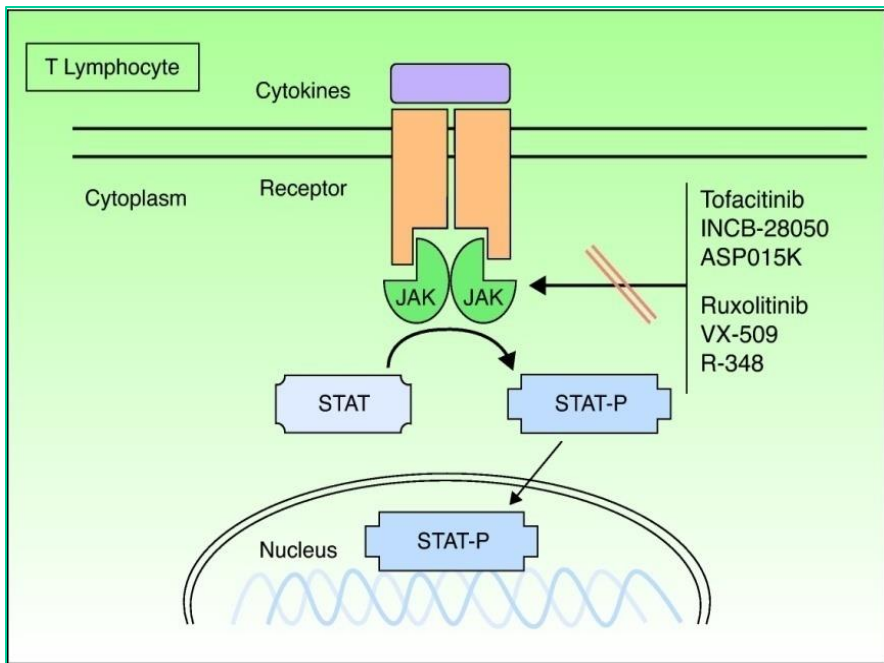
Treatment	Limitation
<b>Topical corticosteroids</b>	<ul style="list-style-type: none"> <li>• Long-term use can lead to skin atrophy, spider veins, stretch marks, and pigmentation abnormalities</li> <li>• Rarely in extreme cases, may cause hypothalamic-pituitary-adrenal suppression, leading to Cushing's syndrome</li> </ul>
<b>Oral immunosuppressive drugs</b>	<ul style="list-style-type: none"> <li>• Systemic oral immunosuppressive drugs, such as cyclosporine are often coupled with serious side effects; skin damage, thinned or weakened bones, high blood pressure, high blood sugar, infections etc.</li> </ul>
<b>Biologics</b>	<ul style="list-style-type: none"> <li>• Side effects include flu-like symptoms such as chills, fever, muscle aches, weakness, loss of appetite, nausea, vomiting, and diarrhea</li> <li>• High cost</li> </ul>
<b>Phototherapy</b>	<ul style="list-style-type: none"> <li>• Possible long-term side effects of this treatment include premature skin aging and skin cancer</li> </ul>

*[http://www.medicinenet.com/atopic\\_dermatitis/page10.htm](http://www.medicinenet.com/atopic_dermatitis/page10.htm)*



## JAK-kinase inhibitors in AD

- Janus-Kinases (JAK) are involved in cell signaling pathways activated by cytokines.
- Tofacitinib, a JAK kinase inhibitor has emerged as new therapeutics for severe, recalcitrant Atopic Dermatitis.

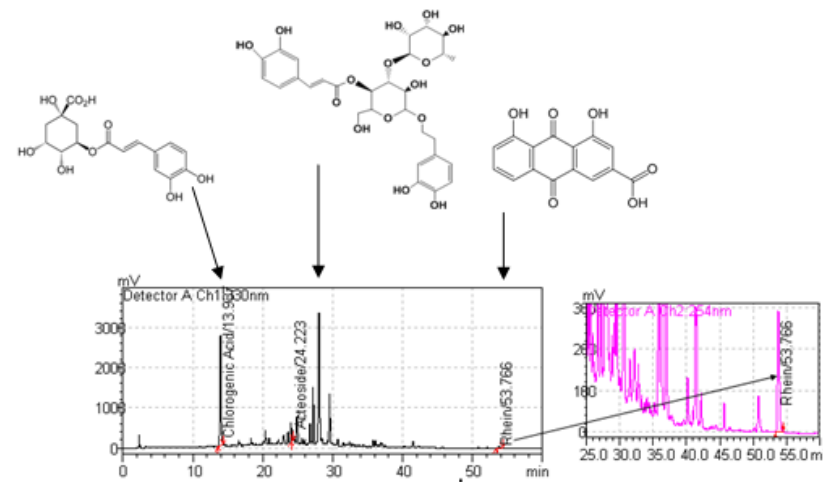


## Biologics in AD

### Emerging treatments for atopic dermatitis

Therapy	Mechanism of action	Phase of Drug Development
<b>Biologics</b>		
CIM331	Antibody against IL-31 receptor	2
ILV-094	Antibody against IL-22	2
Tralokinum ab	Antibody against IL-23	2
Ustekinum ab	Antibody against IL-12 & IL-23	2
Dupilumab	Antibody against IL-4 receptor	3
<b>Anti-pruritics</b>		
CT327	Tropomyosin receptor kinase A inhibitor	2
VLY-686	Neurokinin 1 receptor antagonist	2

- A novel mixture of 3 herbs; *Rheum palmatum* L. (Da Huang), *Rehmannia glutinosa* Libosch (Sheng di huang) and *Lonicera Japonica* (Jin yin hua) was developed in the ratio 1:1:3.
- Fingerprinting analysis performed by HPLC with 3 marker compounds Chlorogenic acid, Acteoside and Rhein.
- SIRB 001 has been demonstrated to work as anti proliferative immunopotentiating product. It down regulates key proinflammatory cytokines including TNF alpha, IL17/IL23
- SIRB 001 has shown potential for treatment of chronic dermal inflammatory diseases including psoriasis, Eczema & others



**Name of marker compound**

**Herb name**

Emodin	
Rhein	HERB-1
Rhapontin	
Carvacrol	
Vanillic acid	HERB-2
Sweroside	
Aucubin	
Digoxin	HERB-3
$\beta$ -sitosterol	

Increased secretion of cytokines  
by immune cells

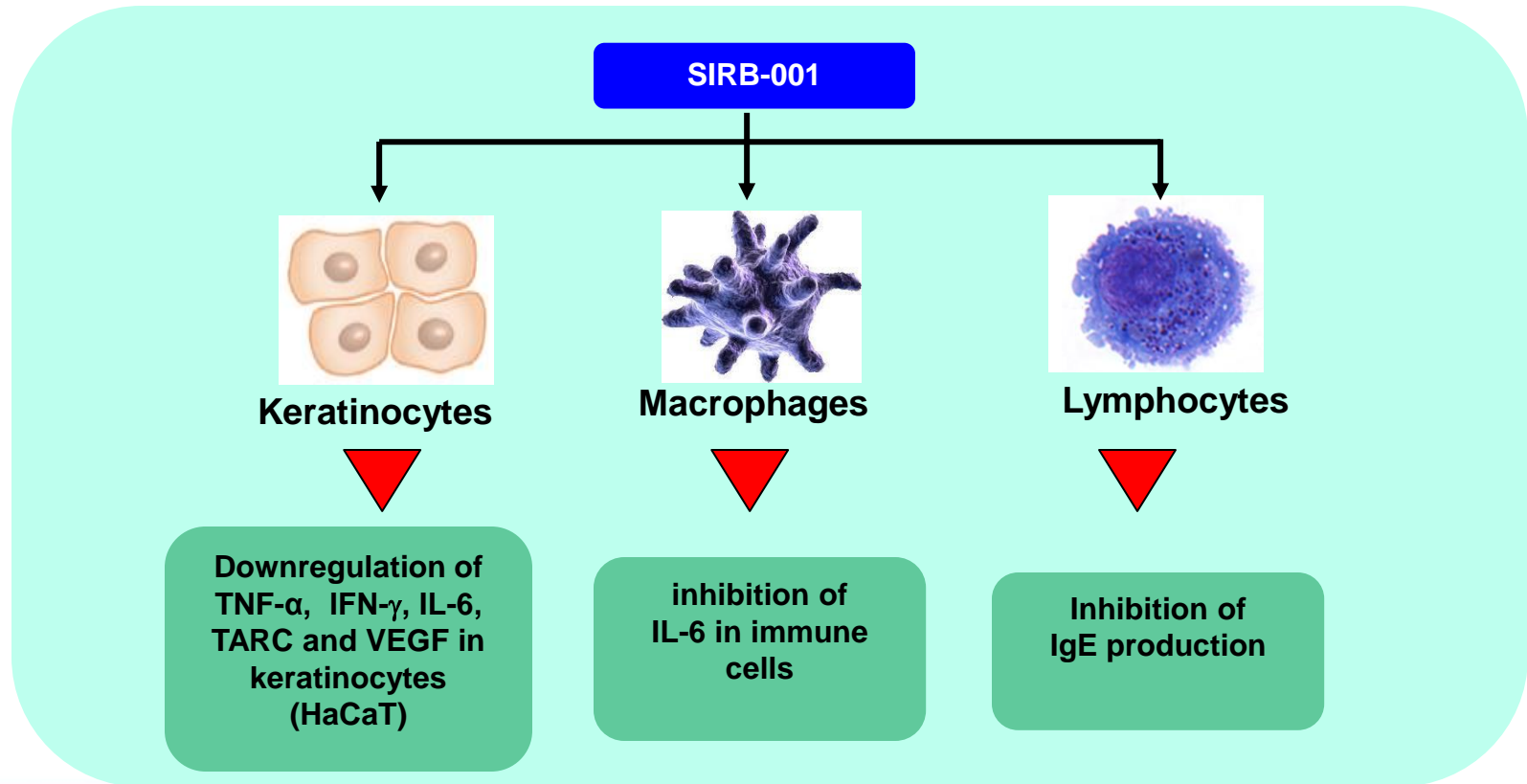
Increased production of IgE by  
lymphocytes

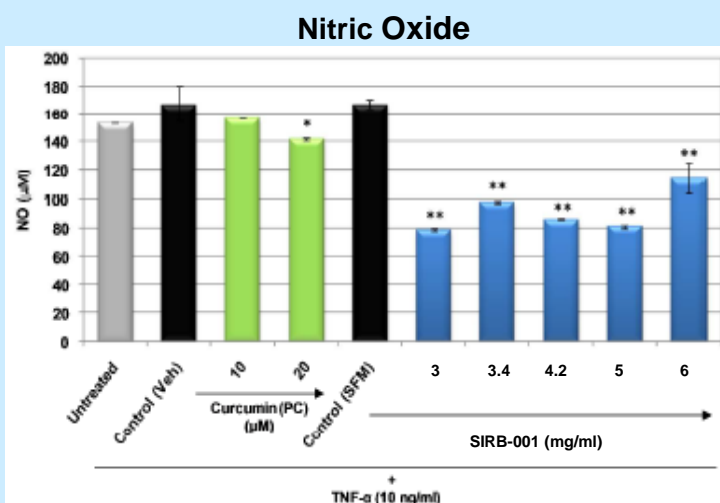
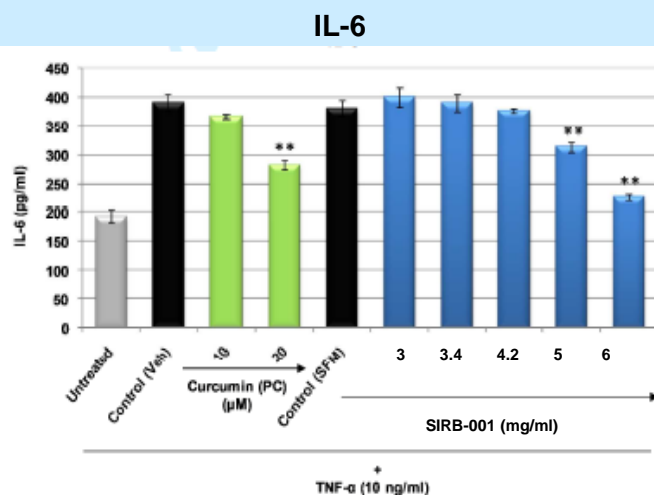
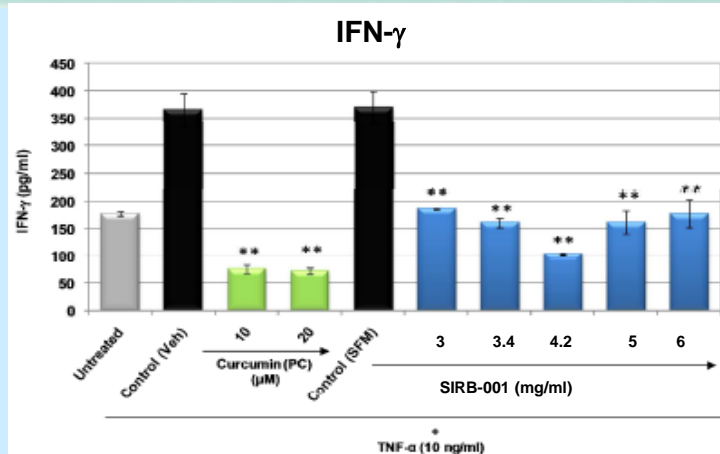
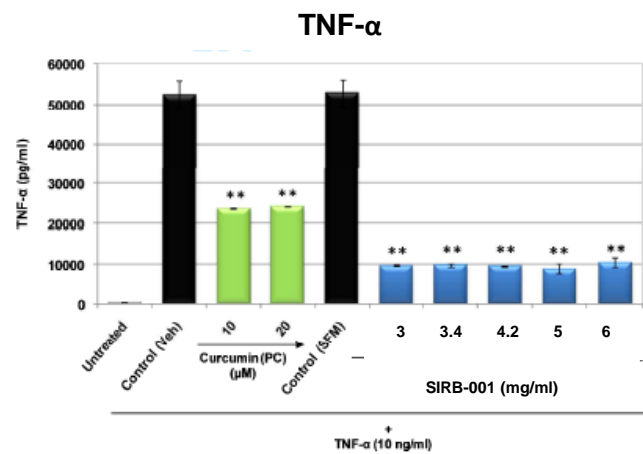
## Atopic dermatitis



Inflammation in keratinocytes by  
increased secretion of cytokines

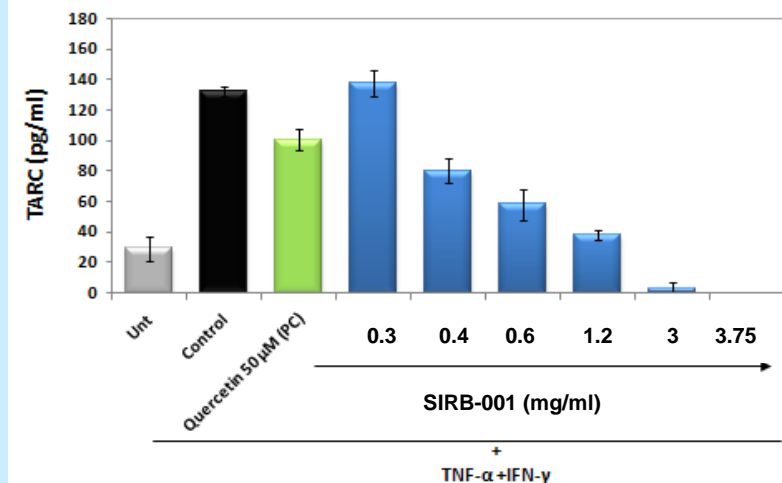
Increased activity of JAK1/JAK3



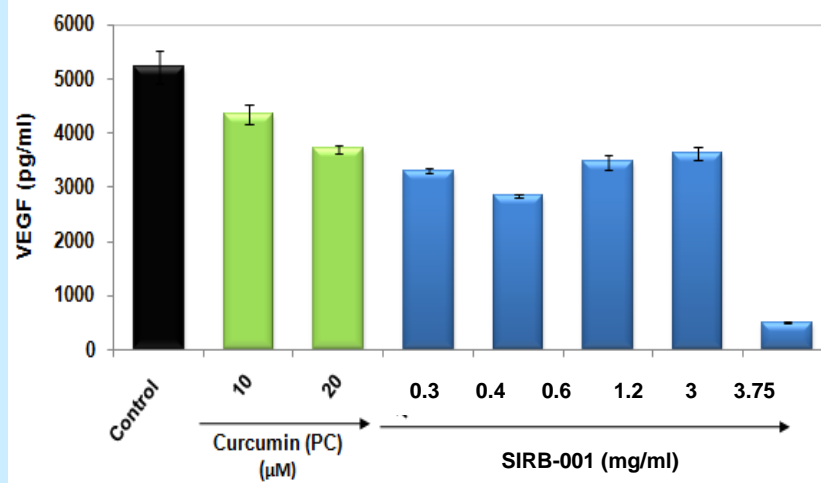


- Significant downregulation of inflammatory cytokines; TNF- $\alpha$  (80%-85%), IFN- $\gamma$  (44%-72%), IL-6 (12%-50%) and Nitric Oxide (25%-50%) in keratinocytes (HaCaT)

TARC

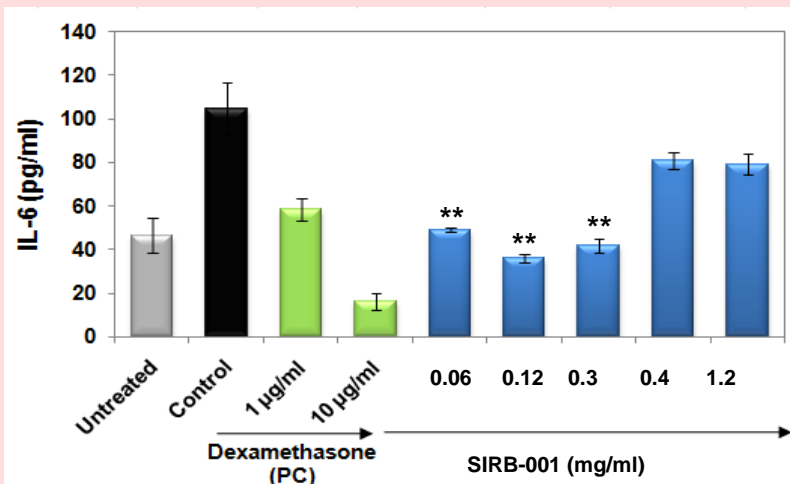


VEGF



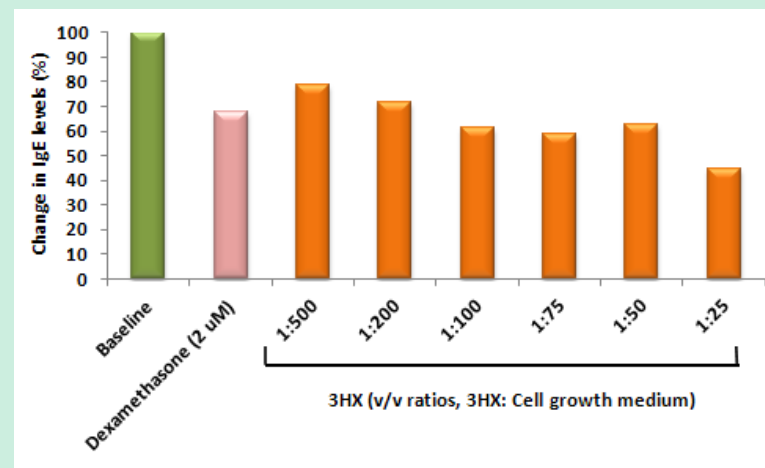
- Significant downregulation of chemokine-TARC (38%-100%) and VEGF (40%-92%) in keratinocytes (HaCaT)

**IL-6**



- Significant downregulation of IL-6 (20%-60%) in immune cells (macrophages)

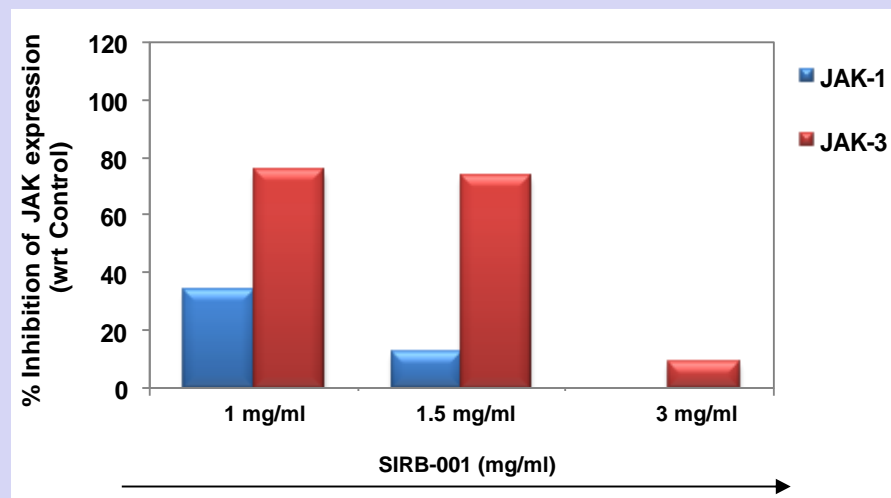
**IgE**



- IgE inhibition (20%-60%) in human myeloma cell line; U-266

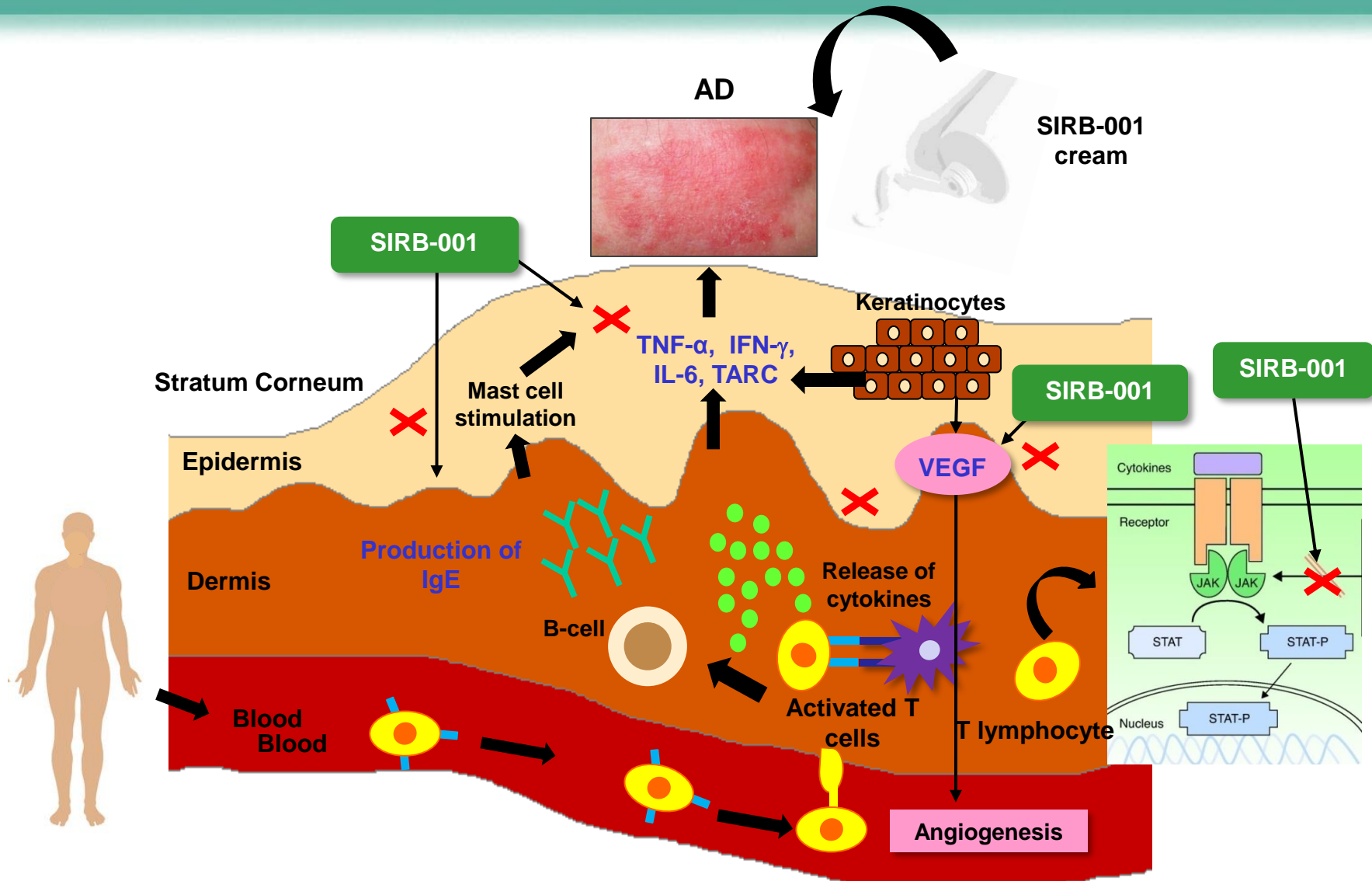


## JAK KINASE



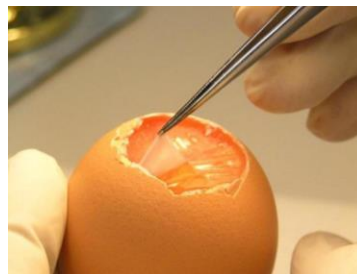
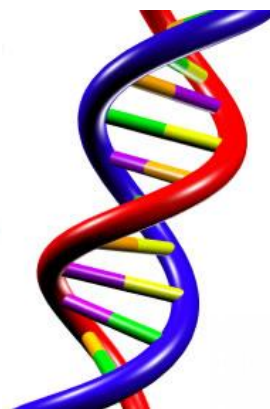
- Inhibition of JANUS KINASES - JAK-1/JAK-3 (10%-75%)

# Anti-AD potential of SIRB-001 – Mechanism of action

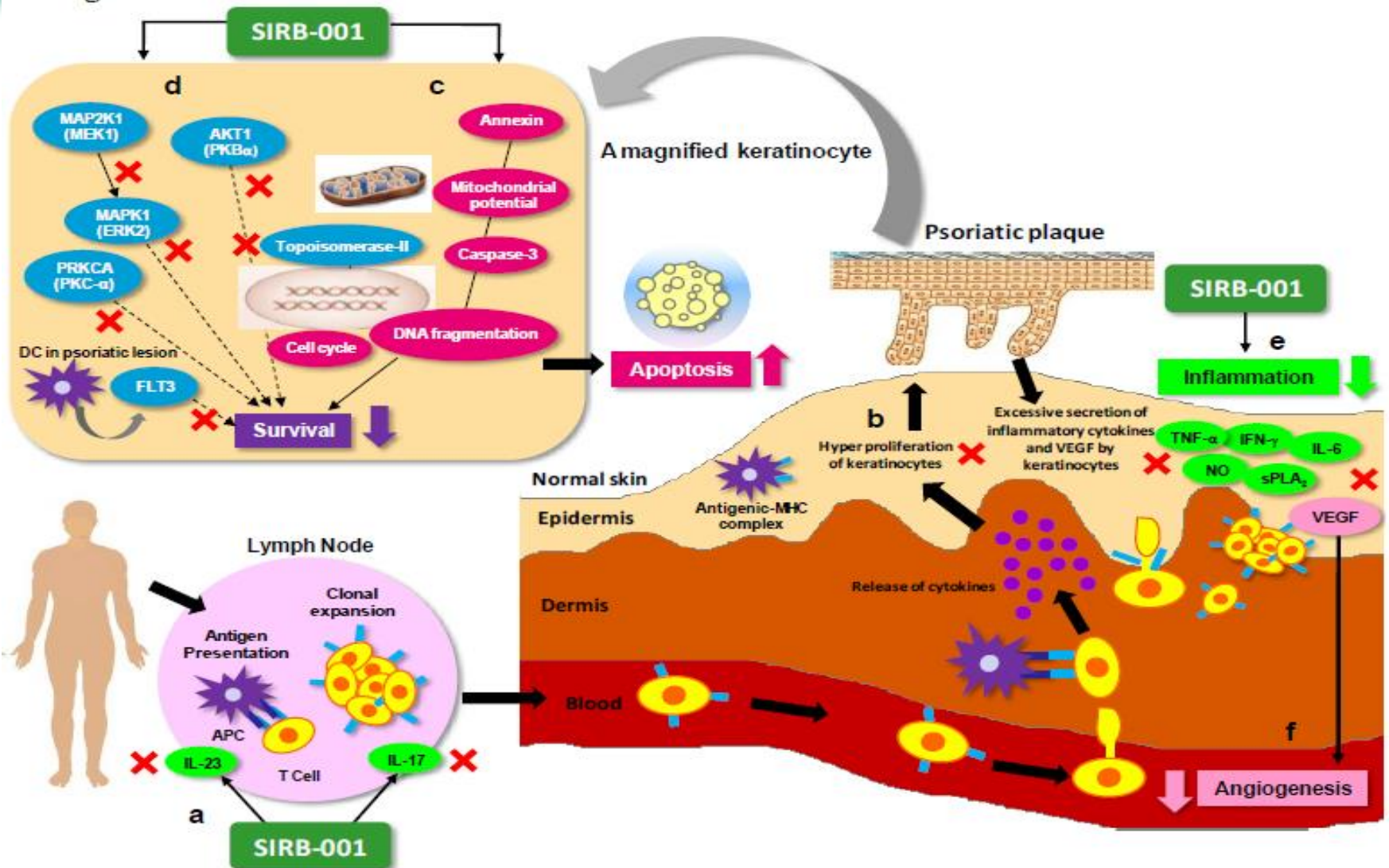


*Extensive studies carried out in animals have demonstrated SIRB-001 safe for topical and oral administration*

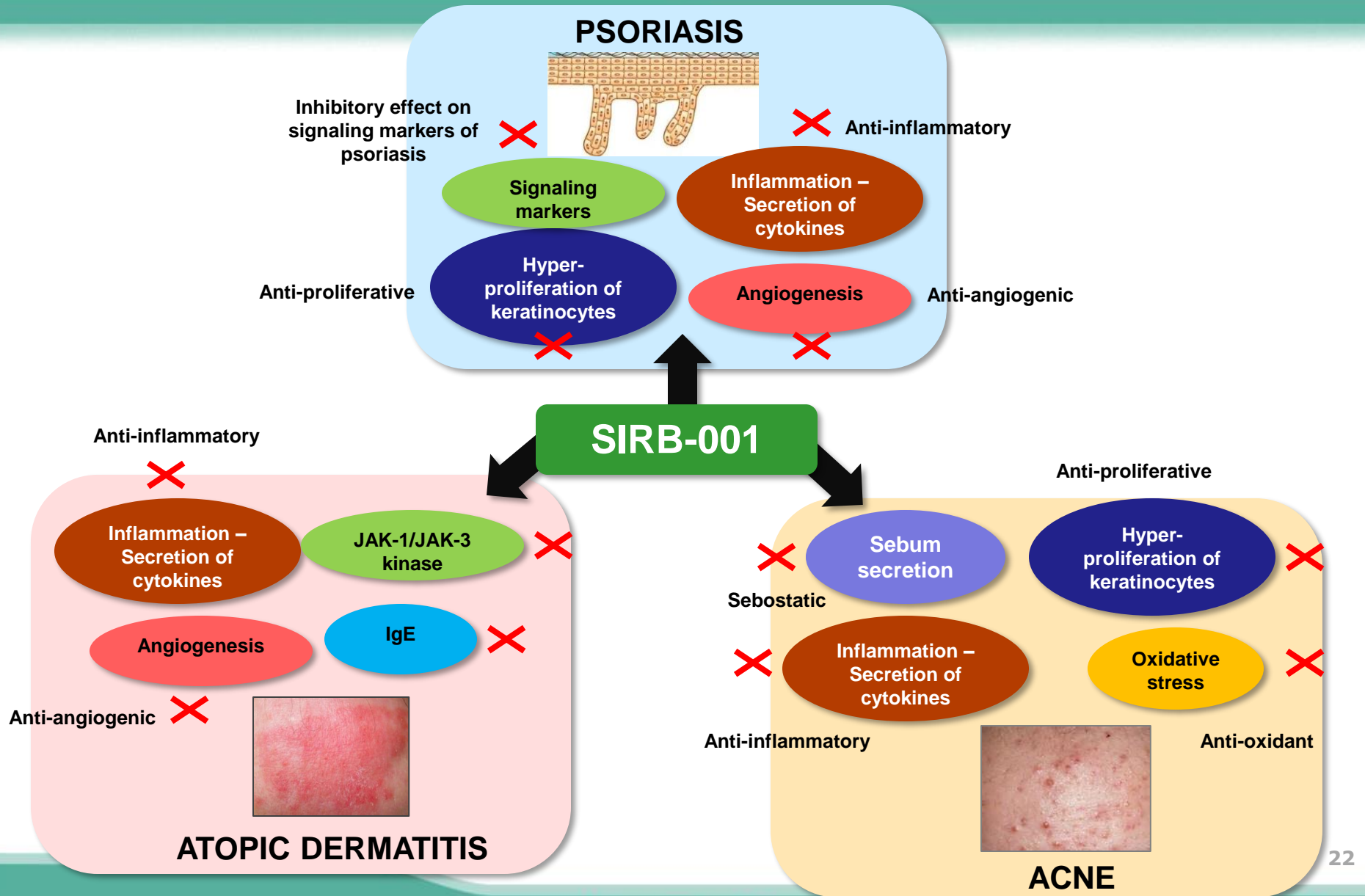
- Acute and sub acute Safety studies
- Chronic safety studies – 6 months
- Mutagenecity
- Reproductive safety
- Skin sensitization
- *In vitro* HetCAM & 3-D skin studies
- Safety pharmacology

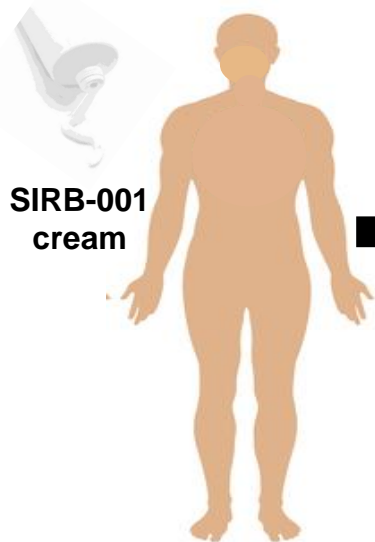


# Therapeutic potential of SIRB 001 in other chronic skin inflammatory diseases



# SIRB 001 – Unifying MoA in inflammatory skin disorders

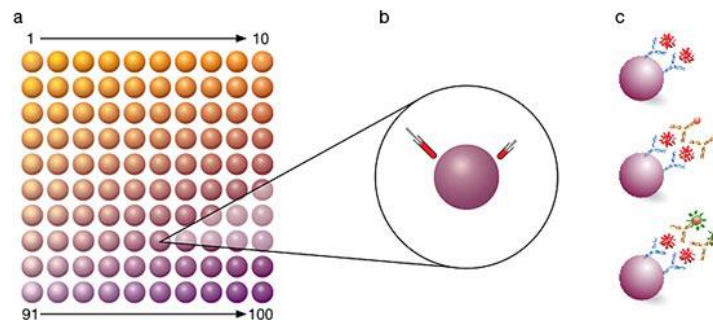
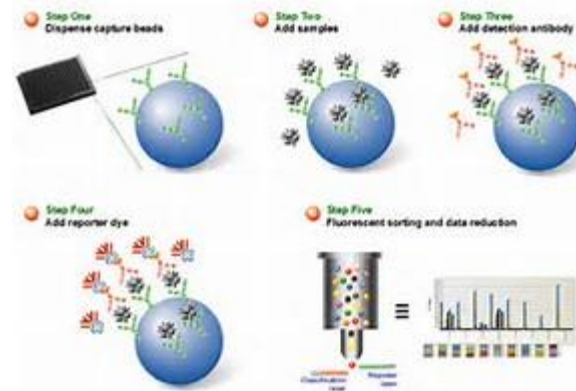




Psoriasis  
patients



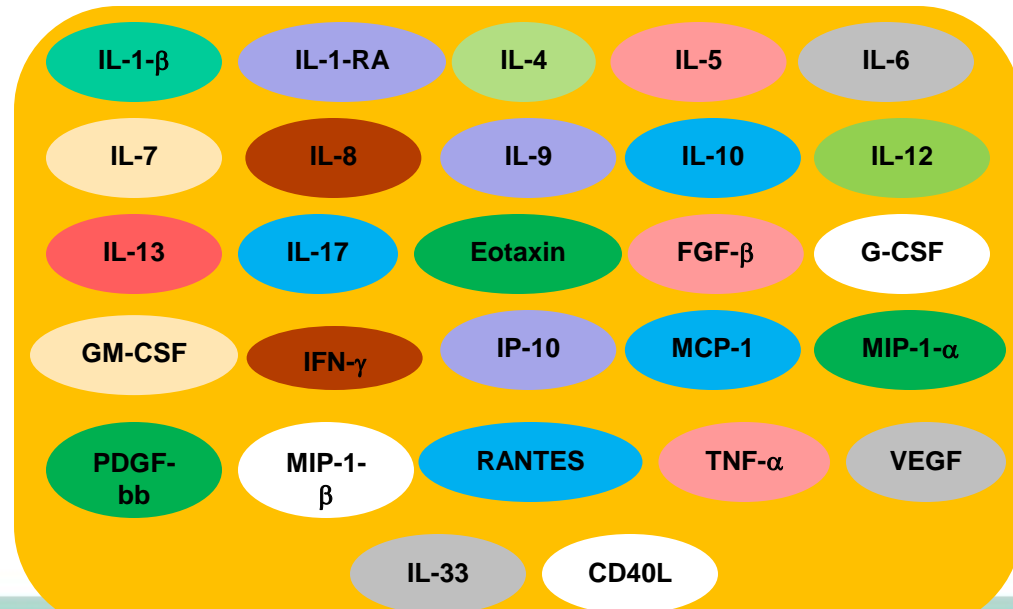
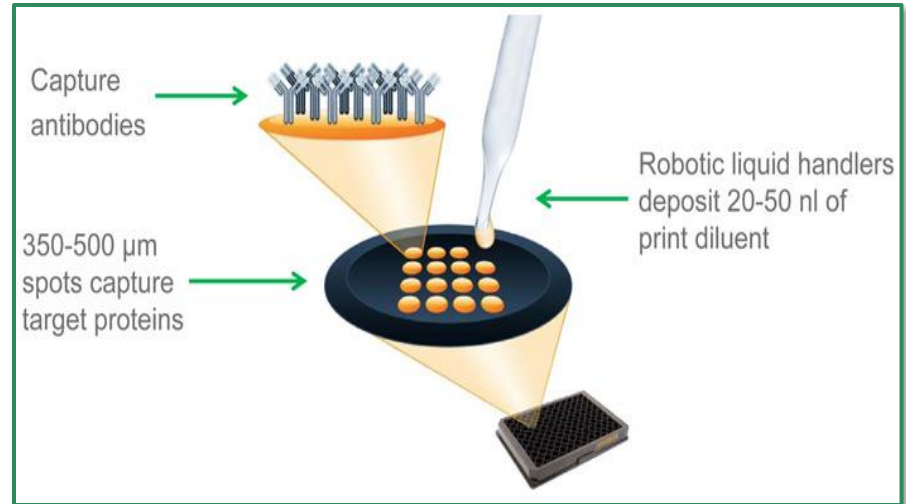
Blood  
collection



Identification of  
biomarkers from psoriasis  
clinical trial

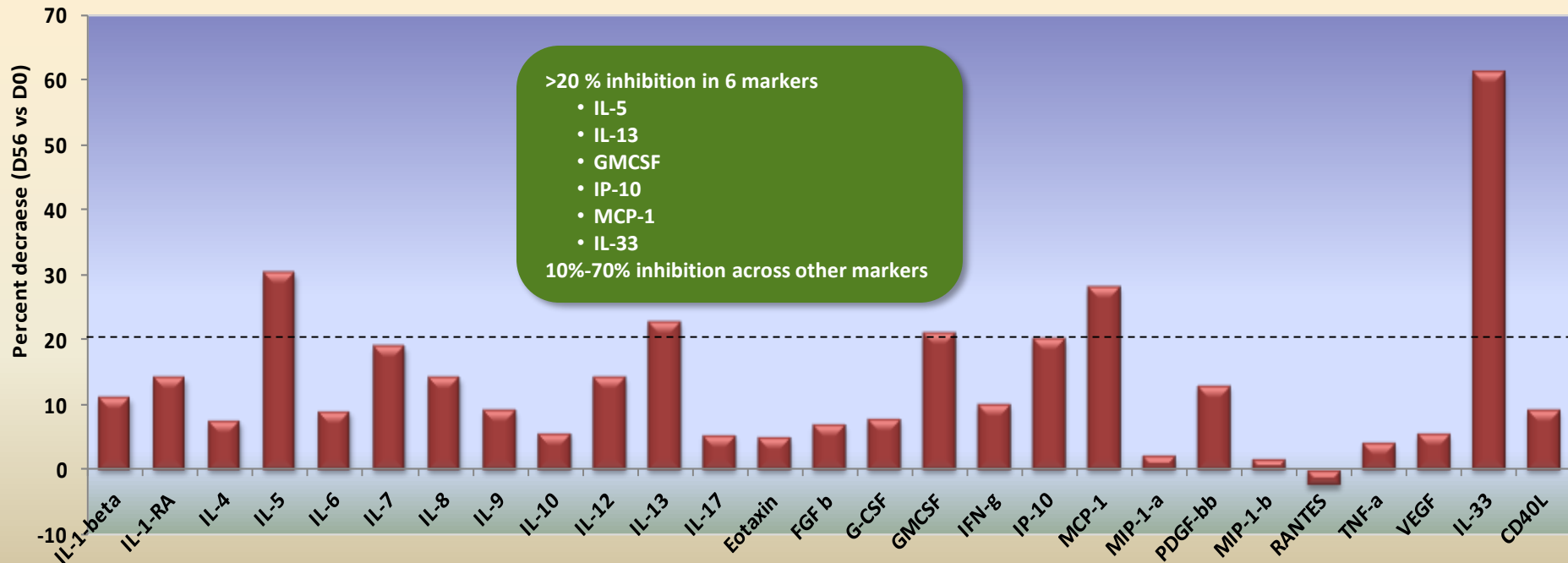
Estimation of inflammatory cytokine panel  
by Multiplex technology

- Serum samples collected from 30 patients at 2 time points (baseline and completion of treatment) were analysed for 27 inflammatory markers associated with psoriasis using Multiplex technology.
- Serum samples were also collected from 7 healthy volunteers to evaluate the markers elevated in disease condition.
- Levels of 7 markers was found to be elevated (> 1.5 fold) in disease condition as compared to healthy controls.
- Down regulation (>20%) was observed in 6 markers upon treatment with SIRB-001 cream for 56 weeks.

















## Inhibition of markers Day 56 vs. Day-0



Biomarkers vs % Inhibition in Biomarker levels in patients after treatment (D56 VS D0)

$$\% \text{ Decrease} = (\text{Mean value Day 0} - \text{Mean value Day 56}) \times 100 / \text{Mean value Day 0}$$

Indication	Site	Number of subjects	Evidence of clinical efficacy
<b>Psoriasis</b>	 Germany	21	
<b>Scalp psoriasis</b>	 India	30	
<b>Eczema</b>	 India	30	
<b>Seborrhoea</b>	 India	30	
<b>Atopic dermatitis</b>	 Germany	25	
<b>Acne</b>	 India	30	

**13<sup>TH</sup> EADV SPRING SYMPOSIUM**  
19-22 MAY 2016 ATHENS, GREECE

Evaluation of anti-psoriatic potential of a novel polyherbal formulation by multiparametric analysis



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June 13-14, 2016 Alicante, Spain



Development of a novel polyherbal topical product for the management of eczema & other chronic dermal inflammatory conditions

International Conference on

**Psoriasis and Skin Specialists Meeting**

December 08- 09 , 2016 Dallas, Texas, USA

Development of a novel polyherbal topical formulation for the management of psoriasis



**THANKS**