



P&G Health and Indian Medical Association (IMA) launch

‘India’s First Patient Recovery Guidelines’ for Doctors

- Provide step- by- step, evidence-based guidance on the use of micronutrients to aid optimal recovery for patients following illnesses, infections such as Flu, Typhoid, Dengue, Malaria, and surgeries.
- P&G in collaboration with the Indian Medical Association, will be rolling out these guidelines to general practitioners, clinical specialists, such as surgeons, pediatricians, and gastroenterologists across India.

Mumbai, March XX, 2025: Patient Recovery is a critical stage in patient care and management with doctors across specialties looking for effective solutions to provide optimal support to their patients recovering from acute and chronic diseases, as well as major and minor surgical procedures. With a view to aiding medical practitioners to help their patients recover faster, **P&G Health** and **IMA** have partnered to launch the country’s first medical guidelines on patient recovery. Developed through extensive research by **IMA**, it addresses the growing recognition of the vital role micronutrients play in recovery, especially following illnesses, infections, and surgeries, by providing healthcare practitioners with evidence-based protocols to optimize patient outcomes.

The guidelines outline how micronutrients can play an important role in aiding recovery from common illnesses like flu, diarrhea, malaria, and dengue wherein zinc and supplemental vitamins help surgical care and pre- and post-operative recovery. **IMA** details out key recovery mechanisms such as inflammation resolution, tissue repair, immune system modulation, and oxidative stress management through this charter. Furthermore, the guidelines highlight facilitating recovery across various stages, from illness onset to convalescence.

According to Milind Thatte, Managing Director, Procter & Gamble Health Limited, *“While there is growing recognition of the vital role of micronutrients in recovery, especially following illnesses, infections, and surgeries, there is limited information on how these can be effectively used especially for Indian patients. Recognizing this unmet need, P&G Health, in joint collaboration with the Indian Medical Association (IMA), is delighted to launch ‘India’s First Patient Recovery Guidelines’ for Doctors. Developed through extensive research with some of India’s leading*

About ‘India’s First Recovery Guidelines’ by P&G Health and IMA

- Developed through extensive research with some of India’s leading healthcare experts.
- Focus on the ‘Science of Recovery’ including physiological and psychological aspects.
- Information on Key recovery mechanisms such as inflammation resolution, tissue repair, immune system modulation, and oxidative stress management
- Role of Micronutrients in facilitating recovery across various stages, from illness onset to convalescence.
- Evidence-based Specialty-Specific Strategies for utilizing micronutrients for effective and optimal recovery care.

healthcare experts, these guidelines provide step-by-step evidence-based guidance on early use of micronutrients to aid optimal recovery for patients recovering from illnesses and infections that include Dengue, Malaria, Surgeries and Post Operative Care.”

Dr. Dilip Bhanushali, President, Indian Medical Association (IMA) stated, *“These Patient Recovery Guidelines represent an important step forward in patient care. With clear evidence supporting the role of micronutrients in improving health outcomes, we are proud to support the dissemination of this knowledge among medical practitioners across the country. Key areas covered in the guidelines include recovery from common infections and illnesses through tailored micronutrient strategies. Specific protocols are also covered for pediatric care, gastroenterology, and surgical recovery. This is a step-by-step algorithm for optimizing recovery using nutritional support, and the integration of the latest ESPEN micronutrient guidelines for clinical use.”*

“We are delighted to collaborate with IMA in this collective effort to aid recovery care in India. Over the next few months, we will be working together to disseminate these guidelines to general practitioners, clinical specialists, surgeons, pediatricians, and gastroenterologists across India leveraging online and offline scientific forums and mediums,” added Milind Thatte.

For more information on India's First Recovery Guidelines, please contact our media team.

About Procter & Gamble Health Limited: Procter & Gamble Health Limited is one of India's largest VMS companies manufacturing and marketing vitamins, minerals, and supplements products for a healthy lifestyle and improved quality of life, including Neurobion, Livogen, SevenSeas, Evion, Polybion and Nasivion. Please visit www.pghealthindia.com for the latest news and information about Procter & Gamble Health Limited and its brands.

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