



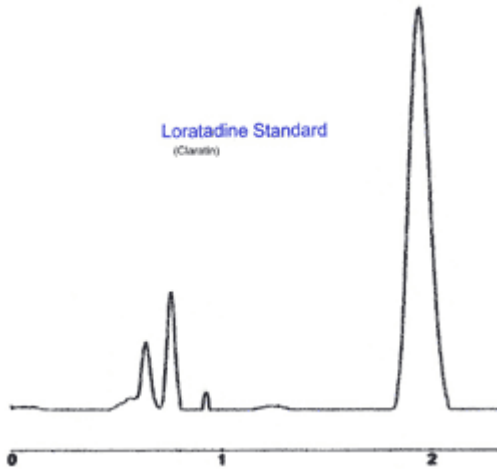
HPLC  
PRODUCTS

Cogent Bidentate C18™  
Loratadine Standard



## HPLC Application Sheet

Loratadine Standard - Reverse Phase Separation



### Method Conditions

Column: Cogent Bidentate C18™

Catalog No.: 40018-7.5

Dimensions: 75mm x 4.6mm ID

Mobile Phase:

A: 70% Aqueous with 0.1% v/v/ TFA

B: 30% THF

Detection: UV 255nm

Flow Rate: 1ml/minute

### PEAKS

1. Impurity
2. Impurity
3. Impurity
4. Loratadine Standard

### Discussion of the Chromatogram:

This quick run to assay Loratadine is easy and rugged. The Cogent Bidentate C18™ column provides excellent retention of this compound which is often done in organic normal phase separations. This very fast run can be further optimized with a longer column. The symmetry is very good and the plate heights are more than acceptable. Peaks 1, 2 & 3 are real impurities in the standard that was provided.

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