

# OTC *bulletin*

THE BUSINESS NEWSLETTER FOR EUROPE'S CONSUMER HEALTHCARE INDUSTRY

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## Merck & Co goes to rival for consumer health chief

**M**erck & Co has signalled its ambitions for its recently-acquired Consumer Health Care division by appointing as the operation's head the leader of one of Johnson & Johnson's multi-billion dollar global business units.

Bridgette Heller, president of Johnson & Johnson's global Baby business unit, will lead Merck's Consumer Health Care division – gained when it acquired Schering-Plough last November – with a brief to grow the business in non-US markets.

Heller, 48, will succeed Stanley Barshay on 1 March. Barshay, former chairman of Schering-Plough Consumer Health Care, postponed his retirement to lead the Consumer Health Care division during the post-merger transition (*OTC bulletin*, 16 September 2009, page 1).

As executive vice-president and president, Consumer Health Care, Heller will report directly to Merck's chairman, president and chief executive officer Richard Clark. Heller will also serve on the firm's executive committee.

"Consumer Health Care represents an attractive growth opportunity for Merck," Clark said, noting that Heller would be leading growth initiatives for Merck's consumer business using her "impressive track record of leading multi-billion dollar businesses as well as exceptional marketing acumen".

### Led global business at Johnson & Johnson

While at Johnson & Johnson, he pointed out, she had led a global team across all functions of a business unit that had worldwide revenues of over US\$2.5 billion (€1.8 billion).

Heller would be responsible, Clark added,

for leveraging Merck & Co's consumer products brands to "capitalise on new growth opportunities, including expanding the consumer business in markets outside of the US".

Heller takes charge of a portfolio of brands covering the OTC, suncare and footcare categories. As well as the Claritin allergy and MiraLAX laxative OTC brands, she will be responsible for Coppertone suncare products and the Dr Scholl's footcare line. In 2009, Consumer Health Care's proforma sales in the US and Canada were US\$1.28 billion. OTC Claritin alone contributed turnover of US\$406 million (see page 7).

### Creative research and development

"With its focus on the consumer health care sector," Heller said, "this is an exciting time to join the new Merck." She would pursue growth, she maintained, through enhanced innovation, creative research and development, and improved products.

Heller had served as president of Johnson & Johnson's global Baby business unit since 2007. Prior to that, she had been global president of Johnson & Johnson's Baby, Kids and Wound Care operations.

Before joining Johnson & Johnson in 2005, Heller was managing partner of Heller Associates – which she founded – where she provided "consumer-centric growth strategies" for companies outside of the traditional consumer packaged-goods arena.

Heller has also been general manager of the Coffee Division of Kraft Foods as well as chairman and chief executive officer of Chung's

■ *Continued on page 11*

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Fourth-Quarter/Annual Results

# Pfizer enjoys sales boost from Wyeth

Pfizer said the Consumer Healthcare business it gained by acquiring Wyeth on 15 October had contributed sales of US\$494 million (€363 million) to the company's new Diversified businesses division in the period between completion and the end of 2009.

The Consumer Healthcare business – which includes the Advil, Centrum and Robitussin brands – accounted for 27% of the division's total sales in the fourth quarter of 2009, which increased by 83% to US\$1.81 billion (see Figure 1). Pfizer's existing brands only contributed 1 percentage point to the division's growth, with Wyeth accounting for 77 percentage points. A favourable foreign exchange effect added another 5 percentage points.

Animal Health contributed half of the division's sales, while the Capsugel capsule business generated a further 12%. The Nutrition operation accounted for the remaining 11%.

In October last year, Jeffrey Kindler, Pfizer's chairman and chief executive officer, stressed that the Consumer Healthcare business would not be sold like its predecessor (*OTC bulletin*, 30 October 2009, page 3).

Although Kindler refused to go into specifics about how the business would be developed, he said it was incumbent on Pfizer and leaders

Business	Fourth-quarter sales (US\$ millions)	Change 2008/2009 (%)	Proportion of sales (%)
Animal Health	901	+15	5.4
Consumer Healthcare	494	–	3.0
Capsugel	223	+10	1.3
Nutrition	191	–	1.2
Diversified	1,809	+83	10.9
Biopharmaceutical	14,606	+30	88.3
Other	122	+3	0.7
<b>Total Pfizer</b>	<b>16,537</b>	<b>+34</b>	<b>100</b>

Figure 1: Breakdown of Pfizer's fourth-quarter sales in 2009 by business. Sales include contributions from former Wyeth businesses from 15 October 2009 (Source – Pfizer)

of the Consumer Healthcare business to allocate capital appropriately and encourage growth.

Pfizer has just added to Consumer Healthcare's management team by appointing Todd Magazine as president for the US and Canada and Mark Gelbert as senior vice-president for global research and development (see page 22).

Acquiring Wyeth for US\$68 billion has broadened Pfizer's portfolio and returned the company to the consumer healthcare market just three years after it sold its own global OTC business to Johnson & Johnson (*OTC bulletin*, 25 January 2007, page 6).

Pfizer's total group sales for the fourth quarter of 2009 increased by 34% to US\$16.5 billion. The majority of the growth came from the Wyeth acquisition, with a favourable currency effect adding a further 4%. The Diversified businesses division accounted for 11% of the total group sales in the quarter.

Over the full year, Pfizer said its sales had increased by 4% to US\$50 billion. Wyeth contributed US\$3.3 billion – or 7% – of the growth, while Pfizer's existing products contributed US\$247 million or 1%. This was offset by a negative 4% currency effect.

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Retailing

## DocMorris pharmacy opens in Sweden

Celesio's DocMorris Apotek has become the first entirely new pharmacy brand to start operating in Sweden since the market was liberalised in 2009. It has opened the first pharmacy in what it expects will become a chain of more than 100 across Sweden.

Noting that Sweden was the third country in which the DocMorris brand had a presence – after Germany and Ireland – the pan-European wholesaler and retailer said the new store also marked the latest stage in the brand's international expansion.

Fritz Oesterle – chief executive officer of Celesio – said that customers of DocMorris Apotek could expect “better service, professional advice, longer opening hours and competitive prices”. Celesio was “convinced”, he added, that its “full-service pharmacy concept of DocMorris Apotek” would be successful.

DocMorris Apotek's first pharmacy is based in the city of Eskilstuna, 100 kilometres west of Stockholm. The pharmacy was one of only

10 in a city that had 100,000 residents, Celesio pointed out.

Celesio announced plans to enter the Swedish pharmacy market in July last year (*OTC bulletin*, 31 July 2009, page 3). The company decided against buying any of the state-owned Apoteket pharmacies the Swedish government put up for sale when it liberalised the country's pharmacy market, and instead said it would enter the market by establishing its own entirely new chain under the DocMorris name (*OTC bulletin*, 30 September 2009, page 3).

Explaining the decision, Celesio said the plan required the “least initial capital” for entry. The DocMorris Apotek chain in Sweden would be developed “step-by-step”, with 20-30 pharmacies opening each year, the company noted, with a medium-term goal of opening 100 stores.

Celesio's Norwegian subsidiary Norsk Medisinaldepot (NMD), which operates the Vitusapotek pharmacy chain and wholesaling business in Norway, will be leading the development

of the DocMorris Apotek chain in Sweden.

The Swedish market, with one pharmacy for around 10,700 inhabitants, was highly attractive, Celesio pointed out, noting that in Germany, there was one pharmacy for every 3,800 people.

In November of last year, Sweden's government sold-off 615 of the 945 pharmacies that had been under state-control as part of the Apoteket chain (*OTC bulletin*, 16 November 2009, page 1).

The government sold 465 pharmacies to four Nordic buyers – including Finland's Oriola-KD – for a total of SEK5.9 billion (€0.6 billion). A further 150 pharmacies were made available to small businesses, while 330 pharmacies remain under the control of Apoteket.

The opening of the new Swedish pharmacy came shortly after Oesterle said Celesio was considering the future of its pharmacy operations in Ireland, Italy and the Netherlands (*OTC bulletin*, 20 January 2010, page 6). Celesio twice cut the goodwill valuations of its pharmacy operations in the three countries by over €200 million during 2009 (*OTC bulletin*, 16 October 2009, page 1).

OTC

Mergers &amp; Acquisitions

# Boehringer to buy the rest of Japanese SSP business

Boehringer Ingelheim is set to buy the 40% stake in its Japanese consumer healthcare subsidiary, SSP, that it does not already own.

The German firm, which has held a majority stake in SSP since 2001 (*OTC bulletin*, 16 November 2001, page 1), expects to pay up to ¥33 billion (€270 million) for the outstanding shares. SSP generates annual sales of around ¥48 billion from a portfolio of brands including the S-Cup tonic drinks, S-Tac cough and cold medicines, and Hythiol-C vitamin C products.

Andreas Barner, chairman of Boehringer Ingelheim's board of managing directors, said the deal would allow the German pharmaceutical group to "enhance its global Consumer Health Care business by sharing SSP's knowledge". "SSP's research and development – with unique pharmaceutical development and production technologies – is expected to play an important role within the Boehringer Ingelheim group," added Barner.

SSP, meanwhile, would benefit from Boehringer Ingelheim's new product development expertise. The German company pointed out that the cold medicine S-tac-eve-fine, which had been developed from the ingredient ambroxol owned by Boehringer Ingelheim, had been a successful OTC switch in Japan.

The two companies would also benefit from shared corporate resources, added Boehringer Ingelheim, as well as cost reductions through joint procurement of raw materials.

Boehringer Ingelheim's Consumer Health Care business achieved sales up by 4.3% to €1.19 billion in 2008. It accounted for 10.3% of group sales up by 5.9% to €11.6 billion (*OTC bulletin*, 30 April 2009, page 10).

The Asia, Australasia, Africa region, including Japan, accounted for 31% of turnover by Boehringer Ingelheim's Consumer Health Care business in 2008.

The tender offer has been issued through Boehringer Ingelheim Japan Investment (BIJI), a Japanese company set up by Boehringer Ingelheim for this purpose.

SSP's board of directors has recommended the offer to shareholders.

Once the transaction is completed, SSP will be part of Boehringer Ingelheim's Consumer Health Care business.

Retailing/Annual Results

# Oriola-KD ready to go in Sweden

Oriola-KD's first Swedish pharmacies will be open before the end of February, according to the Finnish firm's president and chief executive office Eero Hautaniemi.

The wholesaler and retailer teamed up with Scandinavian retail group Kooperativa Förbundet (KF) to acquire 171 of the 615 former state-owned Apoteket pharmacies that the Swedish government put up for sale last year when it liberalised the country's pharmacy market (*OTC bulletin*, 16 November 2009, page 1).

Speaking as Oriola-KD announced its annual results for 2009, Hautaniemi said that after "careful preparations" the company was now ready to start pharmacy operations in Sweden. The company's first pharmacies will open in Malmö and Stockholm.

Oriola-KD's Swedish pharmacy chain will operate through a joint venture with KF called Kronans Droghandel Retail. The joint venture firm – in which Oriola-KD holds an 80% stake – is paying the Swedish government around SEK1.56 billion (€162 million) for the 171 pharmacies, which had proforma net sales of SEK4.4 billion in 2008 and held a 14.5% share of the Swedish pharmacy market.

Oriola-KD will be responsible for developing and managing the pharmacy chain, while KF will open new pharmacies in conjunction with its Coop hypermarkets and supermarkets.

In November 2009, the company said establishing a Swedish pharmacy chain fitted its strategy of expanding operations from pharmaceutical wholesale to pharmaceutical retail in all countries where it operated and where market regulations permitted.

Meanwhile, Oriola-KD said its sales had improved by 8% to €1.71 billion in 2009, while its operating profit had grown 10-times faster, finishing up by 80% to €65.4 million. Growth in Russia, coupled with investments and improved efficiencies had driven the results.

The company entered the Russian market in 2008 by acquiring a 75% stake in retailer Vitim & Co and wholesaler Moron for between €70 million and €90 million (*OTC bulletin*, 31 March 2008, page 1).

At the time, Oriola-KD said the acquisition would provide the company with the "knowledge and know-how" to run a pharmacy chain and an integrated retail and wholesale operation as well as aid the creation of an integrated business model in Sweden.

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## IN BRIEF

■ **MERZ PHARMA GROUP** – owner of the Tetesept cough and cold brand – has successfully completed its tender offer for the medical aesthetics company **BioForm Medical**. The German firm announced in January that it would pay around US\$253 million (€187 million) for BioForm, which it said was a leader in the dermal filler market in the US and Europe (*OTC bulletin*, 20 January 2010, page 6).

Annual Results

# Reckitt Benckiser targets Latin America and brands

Gaining infrastructure in the Latin American healthcare market and adding more powerbrands to the Health & Personal Care business are high on the agenda for Reckitt Benckiser, according to chief executive officer Bart Becht.

Reporting Reckitt Benckiser's 2009 results, Becht said the UK-based company was also keen to achieve critical mass in East Asia.

The chief financial officer Colin Day added that strategic acquisitions were likely to involve emerging markets and, from a product category point of view, would in all likelihood be made in the health and personal care segment of the business.

Day also stressed that the firm was not aiming to become "a big pharma player" by investing in the prescription pharmaceutical space, which he described as "a very niche" area.

Reckitt Benckiser's most recent big healthcare acquisition was the US\$2.3 billion (€1.7 billion) purchase of US-based Adams Respiratory Therapeutics and its Mucinex cough brand at the start of 2008 (*OTC bulletin*, 15 February 2008, page 3). This followed the £1.90 billion (€2.19 billion) acquisition of Boots Healthcare International in 2006 (*OTC bulletin*, 14 February 2006, page 3).

A year ago, the company said it could spend another £3 billion-£4 billion building its healthcare portfolio, but did not believe the opportunities were available (*OTC bulletin*, 27 February 2009, page 4). There was speculation towards the end of 2009 that Reckitt Benckiser was about to announce a major deal (*OTC bulletin*, 30 November 2009, page 3).

Sales at Reckitt Benckiser's Health & Per-

sonal Care business rose by 14% at constant exchange rates to £2.08 billion in 2009. The actual rise was higher at 24% (see Figure 1).

Becht said the business had posted "very good growth", driven by its Healthcare powerbrands Gaviscon, Nurofen and Strepsils and the Personal Care powerbrand Dettol.

The company's strategy of rolling out its Health & Personal Care powerbrands into new markets had continued during 2009, added Becht, noting that the core Nurofen range – including standard tablets and liquid capsules – had been relaunched in Greece and Spain during the year, while Strepsils had been introduced into Egypt, Indonesia, Malaysia and Nigeria and had been relaunched in India. The roll-out of Gaviscon had also continued.

## 90% of growth in existing markets

Becht pointed out, however, that more than 90% of the growth achieved by its Healthcare brands in the future was expected to be generated in existing markets where brand loyalty had been established over a number of years.

In addition to Gaviscon, Nurofen and Strepsils, the Healthcare business has the Mucinex powerbrand, while the Personal Care powerbrands include Clearasil and Veet as well as the Dettol range.

Commenting on Health & Personal Care's performance in the main geographic regions, Reckitt Benckiser said Gaviscon, Nurofen and Strepsils had all performed strongly in Europe, boosted by increased marketing investment; while Mucinex had driven growth in the North America & Australia region. Additional mar-



Reckitt Benckiser is expanding its Clearasil line with the Clearasil Overnight range which it claims "visibly reduces redness and spots whilst sleeping"

keting investment had produced an "excellent result" for the Dettol personal-care range in developing markets, added the company, noting that Gaviscon and Veet had also both contributed strongly.

Looking ahead, Becht said that Reckitt Benckiser aimed to introduce the Strepsils Handy Tube into other countries following an encouraging reaction to the new pack in the UK since its launch in November (*OTC bulletin*, 16 November 2009, page 17). Becht said the "compact and portable packaging" meant consumers could, for the first time, take Strepsils with them wherever they went.

Meanwhile, continued Becht, the Clearasil range of skincare products would be expanded in all markets with the Clearasil Overnight range of products, which "visibly reduce redness and spots whilst sleeping". The range comprises a wash, lotion and serum.

This year will also see the arrival of the Lysol No-Touch Hand Soap System, which is designed to "remove the need to touch a grimy soap pump ever again". A strapline on the packaging points out that the product "Helps stop the spread of bacteria".

A line of Veet Suprem'Essence hair-removal products based on essential oils will also be launched during 2010.

Health & Personal Care was the largest business for Reckitt Benckiser in 2009. It accounted for 26.8% of group sales up by 8% at constant exchange rates – or by 18% at actual exchange rates – to £7.75 billion.

Group operating profit grew by 14% at constant exchange rates – or by 26% at actual exchange rates – to £1.89 billion in 2009.

Group sales in the fourth quarter of 2009 improved by 10% at constant exchange rates to £2.06 billion, as Health & Personal Care sales grew by 13% at constant exchange rates to £567 million.

Business	Annual sales (£ millions)	Change 2008/2009 (%)	
		£	CER*
Health & Personal Care	2,078	+24	+14
Fabric Care	1,578	+7	±0
Surface Care	1,290	+16	+5
Home Care	1,036	+14	+4
Dishwashing	843	+12	+2
Other Household	65	-3	-12
Household and Health & Personal Care	6,890	+15	+6
Pharmaceuticals	588	+72	+50
Food	275	+22	+5
<b>Total Reckitt Benckiser</b>	<b>7,753</b>	<b>+18</b>	<b>+8</b>

\* CER is constant exchange rates

Figure 1: Reckitt Benckiser's sales in 2009 broken down by business (Source – Reckitt Benckiser)

Annual Results/Business Strategy

# Sanofi-Aventis' Allegra may switch in US by early 2011

Sanofi-Aventis' allergy brand Allegra (fexofenadine hydrochloride) could be switched from prescription-to-OTC status in the US by early 2011, according to Hanspeter Spek, president of global operations at the French pharmaceutical company.

Spek said a switch submission would be filed in the US during the first quarter of 2010, and Sanofi-Aventis was confident that Allegra would be an OTC medicine by early 2011.

The potential to switch Allegra in the US was the driving force behind Sanofi-Aventis agreeing to pay US\$1.9 billion (€1.4 billion) to acquire US firm Chattem at the end of last year (OTC bulletin, 20 January 2010, page 1). The tender offer was completed on 10 February.

Announcing the deal, Sanofi-Aventis said Chattem would provide a strong vehicle for switching some of its medicines, including Allegra, from prescription-to-OTC status. The company's switch pipeline also includes the acne medicine BenzaClin (clindamycin/benzoyl peroxide), the corticosteroid Nasacort (triamcino-

lone), and the antifungal Penlac (ciclopirox).

Commenting on the acquisition, Chris Viehbacher, chief executive officer of Sanofi-Aventis, said that other companies had tried and failed to acquire Chattem, but the potential to switch Allegra had captured the US firm's imagination.

Viehbacher noted that a successful switch of Allegra could double Chattem's sales. The US-based company had annual sales of US\$463 million, he pointed out, adding that established OTC allergy brands in the US, such as McNeil's Zyrtec and Schering-Plough's Claritin, generated a similar figure on their own.

Acquiring Chattem has also given Sanofi-Aventis a direct presence in the US OTC market for the first time, and created a global Consumer Health Care business with proforma 2009 sales of around €1.77 billion. With Chattem on board, Sanofi-Aventis is now the fifth-largest consumer healthcare company in the world.

As can be seen from Figure 1, Chattem will contribute almost a fifth of Sanofi-Aventis' Consumer Health Care sales, and will mean the US is the company's third-biggest geographic region – in terms of Consumer Health Care sales – behind western Europe and eastern Europe.

Excluding Chattem, Sanofi-Aventis' Consumer Health Care sales in 2009 increased by 18.9% to €1.43 billion (see Figure 2), thanks to organic growth of key brands coupled with bolt-on acquisitions. At constant exchange rates, growth was even faster at 26.8%. On a constant-structure and exchange-rate basis, the improvement was still a strong 8.1%.

The French company said sales of its eight flagship Consumer Health Care brands – Doliprane, Dorflex, Essentiale, Enterogermina, Lactacyd, Maalox, Magné B6 and No-Spa – had in-

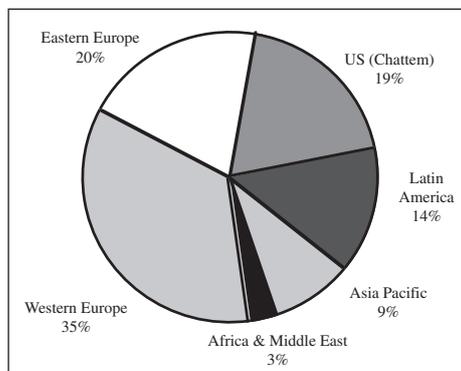


Figure 1: Sanofi-Aventis' proforma Consumer Health Care sales in 2009 including Chattem in the US – €1.77 billion – by region (Source – Sanofi-Aventis)

Business	Annual sales (€ millions)	Change 2008/2009 (%)	
		€	CER*
Flagship prescription drugs	13,278	+6.4	+4.6
Other prescription drugs	4,025	–	–
Other products	6,078	-6.3	-6.0
Consumer Health Care	1,430	+18.9	+26.8
Generics	1,012	+185.9	+198.0
Pharmaceuticals	25,823	+4.5	+3.7
Vaccines	3,483	+21.7	+19.2
<b>Total Sanofi-Aventis</b>	<b>29,306</b>	<b>+6.3</b>	<b>+5.3</b>

\* CER is constant exchange rates

Figure 2: Sanofi-Aventis' sales in 2009 broken down by business (Source – Sanofi-Aventis)

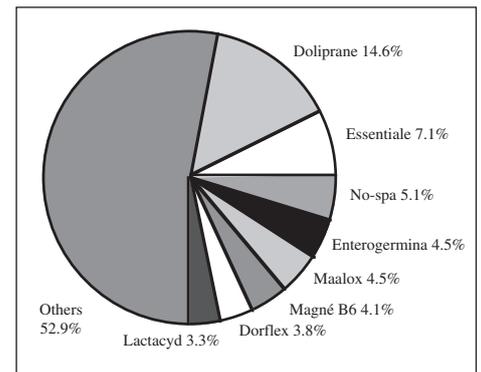


Figure 3: Sanofi-Aventis' Consumer Health Care sales in 2009 – €1.43 billion – broken down by brand (Source – Sanofi-Aventis)

creased by 22.1% during the year, and represented 47.1% of the company's total Consumer Health Care sales (see Figure 3). Growth had been driven primarily by the Doliprane and Essentiale brands, the company added.

Doliprane was the "number one selling paracetamol in France", commented Viehbacher, adding that it was also Sanofi-Aventis' biggest-selling product by volume in the country and would soon also be the company's "number one selling product by value".

Consolidating acquired businesses also helped drive up sales. Sanofi-Aventis acquired Symbion Health's consumer healthcare business in Australia and New Zealand in 2008 (OTC bulletin, 31 July 2008, page 1), while Zentiva's OTC activities came on board when the deal for the Czech generics company was completed in March last year.

In 2009, the firm made OTC acquisitions in Argentina with Gramon, the Netherlands with Kernpharm, and France with Oenobiol (OTC bulletin, 16 November 2009, page 1).

This year, Sanofi-Aventis has set up a joint venture company with Minsheng Pharmaceutical Group to produce vitamin and mineral supplements for the Chinese OTC market (OTC bulletin, 10 February 2010, page 2).

## Acquired Ostelin in Australia

It has also just acquired the Ostelin vitamin D and calcium supplements in Australia from Reckitt Benckiser for an undisclosed sum.

In the fourth quarter of 2009, Consumer Health Care sales at Sanofi-Aventis rose by 28.2% to €405 million. Growth was 36.1% at constant exchange rates, and 19.1% on a constant-structure and exchange-rate basis.

Spek noted the company had started to restructure and optimise its OTC product portfolio during the year and had reinforced its management team with Hans Regenauer, former worldwide head of Boehringer Ingelheim's Consumer Health Care business (OTC bulletin, 20 January 2010, page 22).

Annual Results

# GSK Consumer claims spectacular results

GlaxoSmithKline's Consumer Healthcare division posted "spectacular" results in 2009, according to chief executive officer Andrew Witty, with worldwide sales growing by 7% at constant exchange rates to £4.65 billion (€5.34 billion).

Witty pointed out that the growth at Consumer Healthcare – which comprises OTC Medicines, Oral Care and Nutritional Healthcare businesses – had been achieved in a year when most of the world's economies had been in recession and in a marketplace that had grown by only 2%.

"We grew market share in almost every seg-

ment, with the exception of UK nutritionals," Witty noted, "and in the US we increased our share of the oral care toothpaste market by over three percentage points."

Consumer Healthcare's returns from its spending on advertising and on innovation were increasing, Witty maintained, referring to two areas which had been key priorities for the division over the past two years.

Largely funded by cost savings, spending on advertising – excluding campaigns for Alli and central nervous system brands – had grown incrementally from less than £50 million in 2005 to nearly £200 million in 2009.

But more spending held no advantage, Witty pointed out, if the advertisements were "rubbish". As many as 83% of Consumer Healthcare's advertisements across all mediums ranked highly in external tests for persuasion and brand recognition, he said.

Meanwhile, Witty noted that spending on innovation had increased two-fold since he took charge of GlaxoSmithKline in May 2008 (OTC bulletin, 12 October 2007, page 4). This, he believed, was why Consumer Healthcare had been able to keep some of its biggest brands so current in a period of recession.

Not all the spending, however, was financed by cost savings. Despite the sales improvement, there was not parallel profit growth, as Consumer Healthcare's operating profit dropped by 1% to £952 million at constant exchange rates.

Explaining the discrepancy, Witty said that the company had needed to get the Consumer Healthcare division "to the right level of investment", a process he said had continued through the final quarter of 2009 and had been vindicated by the "fantastic" January the division had just experienced.

Now the right level of investment had been achieved, Witty said, he fully expected to see profit growth come alongside sales growth.

OTC Medicines generated half of Consum-

	Annual sales (£ millions)	Change 2008/2009 (£)	Change 2008/2009 (%) CER*	Proportion of total (%)
<b>Sales</b>				
Pharmaceuticals	23,714	+16	+2	84
Consumer Healthcare	4,654	+17	+7	16
<b>Total</b>	<b>28,368</b>	<b>+16</b>	<b>+3</b>	<b>100</b>
<b>Operating profit</b>				
Pharmaceuticals	9,475	–	-3	91
Consumer Healthcare	952	–	-1	9
<b>Total**</b>	<b>8,425</b>	<b>+18</b>	<b>+4</b>	<b>100</b>

\* CER is at constant exchange rates \*\* Including corporate and restructuring costs of £2,002 million

Figure 2: GlaxoSmithKline's sales and operating profit in 2009 (Source – GlaxoSmithKline)

Business	TOTAL			REST OF WORLD			EUROPE			NORTH AMERICA**		
	Sales (£mn)	Change (%) £	CER*	Sales (£mn)	Change (%) £	CER*	Sales (£mn)	Change (%) £	CER*	Sales (£mn)	Change (%) £	CER*
<i>Panadol franchise</i>	393	+21	+10	294	+20	+8	99	+25	+18	–	–	–
<i>Smoking cessation</i>	339	+13	-1	28	+8	-4	64	+7	+5	247	+16	-2
<i>Alli</i>	203	>100	>100	2	-50	-50	105	–	–	96	+35	+14
<i>Cold-sore franchise</i>	96	+8	-3	12	+20	+10	38	±0	-5	46	+12	-5
<i>Tums</i>	106	+16	-1	13	+8	-8	1	±0	±0	92	+18	±0
<i>Breathe Right</i>	92	+14	-1	20	+54	+38	22	+10	±0	50	+4	-13
<i>Others</i>	1,090	–	–	480	–	–	419	–	–	191	–	–
<b>Total OTC Medicines</b>	<b>2,319</b>	<b>+20</b>	<b>+8</b>	<b>849</b>	<b>+22</b>	<b>+9</b>	<b>748</b>	<b>+23</b>	<b>+18</b>	<b>722</b>	<b>+15</b>	<b>-3</b>
<i>Aquafresh franchise</i>	496	+10	-1	112	+20	+5	291	+6	-2	93	+11	-6
<i>Sensodyne franchise</i>	457	+26	+13	158	+32	+17	195	+11	+4	104	+53	+29
<i>Denture care</i>	336	+24	+8	134	+37	+15	125	+14	+5	77	+22	+3
<i>Biotene</i>	26	>100	>100	4	–	–	3	–	–	19	>100	>100
<i>Others</i>	169	–	–	17	–	–	146	–	–	6	–	–
<b>Total Oral Healthcare</b>	<b>1,484</b>	<b>+20</b>	<b>+7</b>	<b>425</b>	<b>+30</b>	<b>+13</b>	<b>760</b>	<b>+10</b>	<b>+2</b>	<b>299</b>	<b>+35</b>	<b>+14</b>
<i>Lucozade</i>	376	-2	-3	53	+15	+11	323	-4	-5	–	–	–
<i>Horlicks</i>	255	+25	+17	236	+30	+21	19	-14	-14	–	–	–
<i>Ribena</i>	160	-1	-4	47	+18	+5	113	-7	-7	–	–	–
<i>Others</i>	60	–	–	58	–	–	2	–	–	–	–	–
<b>Total Nutritional Healthcare</b>	<b>851</b>	<b>+7</b>	<b>+3</b>	<b>394</b>	<b>+25</b>	<b>+17</b>	<b>457</b>	<b>-5</b>	<b>-6</b>	<b>–</b>	<b>–</b>	<b>–</b>
<b>Total Consumer Healthcare</b>	<b>4,654</b>	<b>+17</b>	<b>+7</b>	<b>1,668</b>	<b>+24</b>	<b>+12</b>	<b>1,965</b>	<b>+10</b>	<b>+5</b>	<b>1,021</b>	<b>+20</b>	<b>+1</b>

\* CER is at constant exchange rates \*\* North America includes Canada, Mexico and the US

Figure 1: GlaxoSmithKline Consumer Healthcare's sales in 2009 (Source – GlaxoSmithKline)

er Healthcare's sales in 2009, growing by 8% at constant exchange rates to £2.32 billion, mostly as a result of the European launch of the OTC weight-loss medicine Alli.

Alli was the third best-selling OTC brand in Europe during 2009, according to Witty, achieving sales of £105 million in the nine months after its launch in 24 countries across the European Union in April 2009 (see Figure 1).

By the end of the year, Alli was available to buy in all 27 member states of the European Union plus Norway and Switzerland.

Europe accounted for just over half of Alli's worldwide sales in 2009, which more than doubled at constant exchange rates to £203 million. US sales grew by 14% at constant exchange rates to £96 million, with the Rest of World region contributing the remainder.

Although Alli's US sales experienced a double-digit rise, the brand's US turnover suffered in the second half of the year. Sales were static after the Food and Drug Administration's (FDA's) "early communication about an ongoing safety review" into the brand's active ingredient orlistat (**OTC bulletin**, 31 August 2009, page 1). In the final three months of 2009, the brand's sales dropped by 18%.

Away from Alli, Panadol – the OTC business' biggest-selling product – posted turnover up by 10% to £393 million (see Figure 2).

In contrast, sales of smoking-cessation products dropped by 1% at constant exchange rates to £339 million, while the firm's cold-sore franchise – which includes the Zovirax brand – slipped back by 3% to £96 million, also at constant exchange rates.

#### Oral Healthcare sales grew by 7%

Oral Healthcare sales moved forward by 7% to £1.48 billion, led by the 13% growth of the Sensodyne brand. Sales of Aquafresh fell by 1% due to a decline in sales of premium whitening products in the US.

Horlicks rose by 17% driving the 3% increase in Nutritional Healthcare turnover to £851 million on a constant exchange rate basis. Lower sales in the "impulse" segment of the UK market led to sales of Lucozade dropping.

Meanwhile, GlaxoSmithKline announced that it was expanding the Consumer Healthcare division by adding a Dermatology unit (**OTC bulletin**, 10 February 2010, page 1).

The new unit would cover the acne, dry skin, sun-protection and anti-ageing categories, explained the company, and would bring together GlaxoSmithKline's existing OTC dermatology brands with the consumer dermatology brands gained through acquiring Stiefel Laboratories in April of last year (**OTC bulletin**, 30 April 2009, page 1).

#### Fourth-Quarter/Annual Results

# Merck & Co reports first Consumer Health results

Merck & Co's new Consumer Health Care division generated sales of US\$149 million (€108 million) in the US and Canada for the period between 3 November 2009 – when the US-firm gained the business as part of its acquisition of Schering-Plough – and the end of the fourth quarter.

International sales of Schering-Plough's consumer healthcare brands are now included in Merck & Co's Human Health division results.

Consumer Health Care's sales were driven by "solid demand" for the OTC Claritin allergy brand – which reported sales of US\$39 million (see Figure 1) for the post-merger period – and footcare products, according to Merck & Co.

The results are the first from Merck & Co since it completed its US\$41 billion acquisition of smaller rival Schering-Plough (**OTC bulletin**, 17 March 2009, page 1).

Consumer Health Care is one of the "five primary divisions" in the enlarged company. The others are Global Human Health – including prescription, vaccines and biologics business units – Animal Health, Merck Manufacturing and Merck Research Laboratories.

If Schering-Plough had been included for the full fourth quarter, then Consumer Health Care's sales would have stood at US\$232 million, Merck & Co said. Consumer Health Care accounted for 2% of the enlarged Merck & Co's total proforma fourth-quarter sales which increased by 7.0% to US\$12.2 billion.

Meanwhile, full-year Consumer Health Care proforma sales stood at US\$1.28 billion, with OTC Claritin contributing US\$406 million.

Merck & Co's total proforma 2009 sales slipped back by 1.7% to US\$46.0 billion.

Acquiring Schering-Plough bought a number of established consumer healthcare brands

– including Coppertone, Dr Scholl's and Miralax as well as Claritin – under the Merck umbrella. The Consumer Health Care division is set to be extended further with the forthcoming launch of the omeprazole-based heartburn medicine Zegerid OTC in the US (**OTC bulletin**, 18 December 2009, page 14).

Prior to the acquisition, Merck had only an indirect presence in the OTC market through the Johnson & Johnson/Merck Consumer Pharmaceuticals joint venture.

Responding to a question during the firm's 2009 results press conference on plans for the Consumer Health Care division, Richard Clark, chairman, president and chief executive officer of Merck & Co, said Consumer Health Care would play an important part in building the company's presence in emerging markets.

Schering-Plough had done an outstanding job of building the business within the US, Clark said, but added that Merck was putting together a strategy to use the Consumer Health Care division to increase its presence in emerging markets such as Brazil and China.

#### Heller to lead Consumer Health Care

Meanwhile, Merck & Co's search for a permanent head for its Consumer Health Care has ended with the appointment of Bridgette Heller, former president of Johnson & Johnson's global Baby business unit (see front page).

Effective 1 March 2010, Heller will become executive vice-president and president, Consumer Health Care, reporting to Clark. She replaces Stanley Barshay – previously chairman of Schering-Plough Consumer Health Care – who led the business during the transition (**OTC bulletin**, 16 September 2009, page 1).

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Business	Fourth-quarter sales (US\$ millions)	Change 2008/2009 (%)	Proportion of total (%)
Human Health*	9,072	+64	90
Animal Health	494	–	5
Claritin OTC	39	–	0.4
Consumer Health Care**	149	–	1
Other	379	–	4
<b>Total Merck &amp; Co</b>	<b>10,093</b>	<b>+67</b>	<b>100</b>

\* Includes international Consumer Health Care sales \*\* US and Canada only

Figure 1: Merck & Co's sales in the fourth quarter of 2009 broken down by business. Figures include sales from Schering-Plough acquired on 3 November 2009 (Source – Merck & Co)

Business Opportunities

# Oxford Nutrascience offers better taste

Oxford Nutrascience is seeking brand-owners worldwide to license its delivery systems that use prebiotic soluble fibres to make medicines and food supplements more pleasant to take.

Chief executive officer Nigel Theobald said the company's chewy confectionery, chewable tablets and liquid suspensions could "improve taste, mouth feel and active ingredient dispersability". They could also add prebiotic health benefits to products, he remarked.

The UK-based company also wants to find business partners around the world for its Ellactiva Calcium Chews brand. Ellactiva is currently available in the UK through retailer Alliance Boots and in the Middle East through Hauora Products.

Theobald pointed out that "taking calcium supplements can often be difficult due to the unpleasant chalky taste of the supplement". For this reason, he added, Ellactiva had been developed with a "unique blend of calcium carbonate and milk minerals to create better-tasting chews".

Oxford Nutrascience plans to expand beyond calcium chews this year. Theobald said the company had developed a range of fortified confectionery containing omega-3, glucosamine, cranberry extract and other ingredients. These had previously been difficult to deliver in this way, he added, due to taste issues and degradation of the ingredient in the cooking process. Each chew had the required dose to make it an effective supplement, he noted.

It is still early days for Oxford Nutrascience, which through the Ellactiva brand had sales of £43,000 (€49,000) in the year ended 31 December 2008 and £36,000 in the eight months ended 31 August 2009. The company's operating loss increased from £120,000 in 2008 to £174,000 in the first eight months of 2009.

It was founded in February 2008 by Theo-



Oxford Nutrascience is seeking partners around the world for its Ellactiva Calcium Chews, which are currently only available in the UK from Alliance Boots and in the Middle East from Hauora Products

bald and another ex-Boots man, Marcelo Bravo. Theobald was involved with OTC medicines and healthcare product development at Boots, while Bravo worked in new business development for the company. Bravo also worked in research and development at Procter & Gamble.

Oxford Nutrascience has just raised £1.1 million before expenses through an initial public offering on London's Alternative Investment Market (AIM). The company now has cash resources of approximately £1.5 million, which it plans to use to "develop the business and fund further research and development".

According to Oxford Nutrascience, its delivery systems based on prebiotic soluble fibres:

- Disperse and solubilise medicines
- Improve taste and mouth feel
- Simplify processing and eliminate additives
- Incorporate prebiotic health benefits

In terms of intellectual-property protection, the company said its technology was the subject of two patent applications, both initially filed in the UK. One covers the confectionery composition while the other involves the delivery systems.

Theobald maintained Oxford Nutrascience's chewy confectionery was a "great format for unpleasant-to-take supplements, such as large calcium tablets, or children's supplements". "Anyone with young children will know how much easier it is to get kids to take supplements if they enjoy them," he observed.

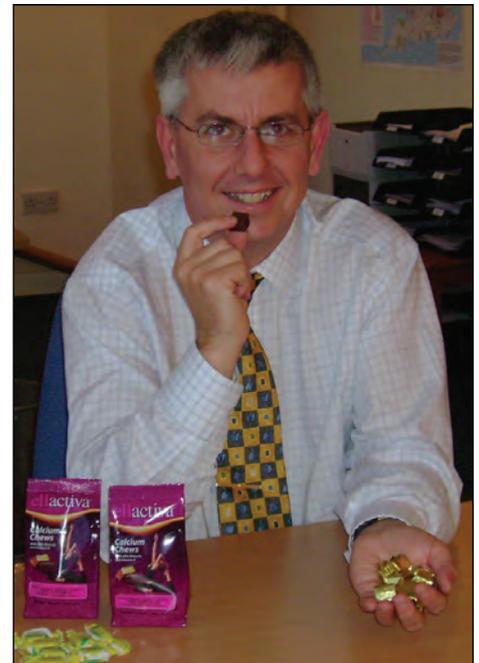
### Could lead to a gritty texture

Traditional confectionery chews were made soft, Theobald noted, by balancing the use of crystallising sugars (sucrose) with reducing sugars (glucose syrup). Adding minerals to traditional confectionery chews could lead to a gritty texture, he added, as the minerals could change the balance and promote crystallisation.

The taste benefits of using traditional confectionery chews could also be outweighed by the high sugar content, he said, but reducing the sugar and fat content of a traditional confectionery chew could compromise both taste and texture.

Oxford Nutrascience uses a blend of prebiotic soluble fibres to reduce the sugars and fat traditionally used to make chews and to provide favourable organoleptic properties. "Our fortified chew is reduced in sugar and fat, and high in prebiotic fibre," claimed Theobald, "but with the same soft texture as traditional confectionery chews."

Moving on to the company's Chewitab and



Nigel Theobald, chief executive officer of Oxford Nutrascience, says the company's new delivery systems can improve the taste and feel in the mouth of food supplements and OTC medicines

liquid suspensions, Theobald said these were suitable for OTC medicines, particularly for patients and consumers with swallowing difficulties. "This is a common problem among the elderly and children, but also all age groups who are ill, in bed or on the go," he added.

Theobald noted that the company's medicines development work was focused on chewable allergy tablets containing the active ingredient loratadine, as well as suspensions containing ibuprofen.

Chewitabs chewable tablets produce a light 'crunch' when bitten and then form a soft chew that dissolves quickly in the mouth. This meant that they could be taken without water, Theobald noted.

Chewitabs are claimed to be suitable for convenience-driven OTC medicines – such as analgesics, allergy treatments and digestive aids – and medicines for the elderly.

They could be manufactured using standard tablet-compression equipment and pressures, said Theobald, and came in a range of sizes to allow for different doses of ingredients to be incorporated.

Commenting on its liquid suspensions, Oxford Nutrascience notes that gels, syrups and suspensions are widely used delivery systems for a range of medicines and nutraceuticals, and are generally used for children's analgesics and cough and cold medicines. "However, the for-

## Joint Ventures

# GNC to form Chinese joint venture firm

General Nutrition Centers (GNC) is set to launch its nutritional supplements brands in China, after signing a memorandum of understanding to form a strategic partnership with the Chinese state-owned company Bright Food.

The joint venture – called GNC China – would be formed and would launch products by mid-2010, the US-based global retailer of nutritional supplements said.

Joe Fortunato, chief executive of GNC, said the firm believed there were “significant growth opportunities” in the Chinese nutritional-products market and was looking forward to working with Bright Food, which had “strong product, distribution and retail capabilities in China”.

He said the joint venture would also benefit from a key Chinese government initiative to focus on health and wellness. GNC China and the company hoped to “help raise levels of health awareness in China”, Fortunato added.

Fortunato’s comments were echoed by Zong-

nan Wang, Bright Food’s chairman, who noted that China’s expanding gross domestic product and consumer spending had opened up “tremendous growth opportunities for nutritional products” in recent years.

The tie-up with GNC marked Bright Food’s formal entry into the nutritional products arena, Wang noted, adding a new sector to its established operations which cover a full range of fresh and processed foodstuffs.

## State-owned conglomerate

Described by GNC as a “leading state-owned conglomerate”, Bright Food is a subsidiary of Shanghai Municipal Government and its Assets Supervision and Administration Commission.

Bright Food owns four listed companies and a number of well-known Chinese brands, as well as about 4,000 retail stores and a wholesale distribution network stretching across China.

Shanghai Yantang Group, a wholly-owned

subsidiary of Bright Food, will be responsible for undertaking the collaboration with GNC.

Commenting on the joint venture, Junjie Ge, vice-president of Bright Food and chairman of Shanghai Yantang, said it would not only introduce GNC products into China, but the deal would also help “improve and upgrade” selected Bright Food products.

“The GNC partnership in the nutrition industry is expected to be a core focus for Bright Food,” Ge said, “and a key growth driver for our business.”

GNC markets a range of more than 1,000 nutritional products, including vitamin, mineral, herbal and other speciality supplements, as well as sports nutrition, diet and energy products. Its products are sold in over 47 countries around the world. As of 30 September 2009, GNC had more than 6,700 retail locations – 5,300 of which were in the US – and franchise operations in 47 countries.

OIC

mulation of these medicines poses a number of challenges including dispersing hydrophobic ingredients, maintaining stability and providing for acceptable organoleptic properties,” the company says. “Typically, formulations use a range of dispersants and stabilisers and also tend to have sugars or sweeteners added to them for flavour enhancement.”

The company claims it has developed a suspension system for delivering medicines and nutraceuticals without the need for traditional surfactant and stabiliser ingredients. “Our suspension system not only remains stable over time but is also adequately preserved,” says the company. “It is based on soluble fibres that are naturally sweet, so the need for extra sweeteners is minimised or, in some instances, can be avoided altogether.”

“Moreover, given the ability of our delivery system to effectively wet and disperse hydrophobic ingredients,” adds the firm, “it could be manufactured via a one-step mixing process which is simpler and may offer cost savings relative to a multistep process.”

■ For more information contact Nigel Theobald, chief executive officer, Oxford Nutrascience Group, Centre for Innovation & Enterprise, Oxford University, Begbroke Science Park, Sandly Lane, Yarnton, Oxfordshire OX5 1PF, UK (Tel: +44 1865 854874; Email: n.theobald@nutrascience.co.uk).

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Annual Results

# Pharmstandard benefits as leading brands grow

Sales of OTC products by Russia's Pharmstandard increased by 43% to RUB14.8 billion (€360 million) in 2009, as eight of the company's top-selling OTC brands posted double-digit growth.

As Figure 1 shows, the anxiety treatment Afobazol led the way with sales more than doubling to RUB531 million over the 12 months.

The flu treatment Arbidol remained Pharmstandard's leading OTC brand, with sales more than doubling to RUB5.5 billion. Earlier in the year, Pharmstandard claimed that Arbidol had been proven effective for the prevention and treatment of H1N1 swine flu by "major Russian virology centres".

Sales of the Pentalgin analgesic grew by 33% to RUB2.1 billion, making it the company's second-biggest seller in 2009, with the Complivit vitamin brand ranking third after posting sales up by 77% to RUB1.2 billion.

The company's top 10 best-selling brands in 2009 had reported sales growth of 43.9% in value terms, Pharmstandard pointed out, while in volume terms the growth had been 12.4%.

Commenting on the Russian pharmaceutical market, Pharmstandard said less disposable income had led consumers to turn to "old fashioned and traditional drugs" as well as less ex-

pensive unbranded generic products.

Sales of Pharmstandard's unbranded OTC products increased by 39% to RUB2.1 billion in 2009. This was not enough, however, to outpace the company's OTC brands, which finished ahead by 44% to RUB12.7 billion.

Quoting data from market researcher Pharmexpert, Pharmstandard said that in 2009 it was the number one company in the commercial segment of Russia's pharmaceutical market, with a market share of 5.5%, up from 5.2% in 2008. The commercial segment accounts for around 75% of the total Russian pharmaceutical market, with the hospital and federal reimbursement segments accounting for the rest.

## Ahead of international companies

Pharmstandard's market share puts it ahead of the international companies Bayer Healthcare with a 3.7% share, Berlin-Chemie with a 3.7% share, Sanofi-Aventis with a 3.6% share and Sandoz with a 3.2% share.

OTC products accounted for 62% of Pharmstandard's total sales, which finished ahead by 68% to RUB24.1 billion. Sales of third-party brands and other prescription products were over four-times larger at RUB6.23 billion.

Nine-Month Results

# Consumer sales drop at Takeda

Consumer Healthcare turnover at Japan's Takeda Pharmaceutical dropped back by 6.1% to ¥47.0 billion (€379 million) in the nine months ended 31 December 2009.

The decline in Consumer Healthcare's sales was blamed on a fall in sales of the Nicorette smoking-cessation brand, and lower turnover from four of the firm's five best-sellers.

Alinamin vitamin products – the company's biggest-selling Consumer Healthcare line – had a mixed nine months, with sales of Alinamin tablets dropping by 0.8% to ¥11.9 billion, while the tonic variant posted turnover up by 1.2% to ¥9.7 billion.

Takeda's third-biggest seller, the Benza cold remedies range – excluding the drink variant – reported a 6.5% decline in sales to ¥6.9 billion. Meanwhile, sales of the Biofermin gastrointestinal brand fell by 6.6% to ¥5.0 billion, and sales of Borriginol haemorrhoid products dropped by 6.0% to ¥3.1 billion.

Benza, Biofermin and Borriginol, along with the two Alinamin variants generated 78% – ¥36.6 billion – of Takeda's Consumer Healthcare sales in the period.

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## IN BRIEF

■ **MEDA** said sales of its **Betadine** antiseptic had grown by 13% to SEK898 million (€91.2 million) in 2009. Betadine's sales had improved in major southern-European markets, except for Spain where annual sales had declined in local currency terms. Meda's total turnover grew by 23% to SEK13.2 billion, while operating profit rose by 26% to SEK2.90 billion.

■ **ORION**'s sales of its **Burana ibuprofen pain reliever** increased by 2.4% to €19.9 million in 2009. Burana's fourth-quarter sales grew by 7.5% to €5.7 million. Orion's total sales for 2009 rose by 8.5% to €772 million. Operating profit improved by 11.9% to €207 million.

■ **IPSEN** said sales of its **Ginkor Fort** ginkgo biloba brand had dropped by 15.9% to €12.0 million in 2009. Ipsen supplies the non-prescription brand to GTF Group – which acquired the rights to the product in France, Monaco and Andorra in 2007 (OTC bulletin, 31 August 2007, page 1) – but still markets the brand outside this region.

OTC

Business	Annual sales (RUB millions)	Change 2008/2009 (%)	Proportion of total (%)
Arbidol	5,503	+102	23
Pentalgin	2,100	+33	9
Complivit	1,188	+77	5
Terpincod	889	-45	4
Codelac	752	+12	3
Flukostat*	649	+17	3
Afobazol	531	+144	2
Amixin	507	+60	2
Corvalol	222	-6	1
Ingalipt	199	+55	1
Other OTC brands	170	-	-
Unbranded OTC products	2,131	+39	9
Total OTC products	14,841	+43	62
Prescription drugs	2,338	+72	10
Third-party prescription drugs	6,228	+310	26
Medical equipment & disposables	689	-36	3
<b>Total Pharmstandard</b>	<b>24,096</b>	<b>+68</b>	<b>100</b>

\* Tablets only

Figure 1: Sales by Pharmstandard's top 10 OTC brands in 2009 (Source – Pharmstandard)

## Business Strategy

## Ransom drops Medibee brand

William Ransom & Son has terminated its supply and licensing agreement for the Medibee honey brand, cutting the company's portfolio of honey-based products for the second time in less than a month.

Under the terms of the termination agreement with Bee & Herbal New Zealand – a subsidiary of Comvita UK – the troubled UK natural healthcare products company said it would receive a total cash consideration of £0.36 million (€0.41 million), with £60,000 of the cash dependent on performance-related conditions. The money would be used to reduce Ransom's borrowings.

This year, Ransom has already sold its honey-based Manuka Gold brand to Honey New Zealand (International) for £0.56 million (*OTC bulletin*, 10 February 2010, page 13).

Explaining the reasons for the termination, Ransom said that although the Medibee products generated sales of £1.7 million and a gross profit of £0.4 million in the year ended March 2009, in the year-to-date increased material prices and less promotion had significantly reduced sales and gross margin.

Terminating the agreement with Bee & Herbal New Zealand is part of Ransom's turnaround plan to repay its debts. Ransom said it had reduced its term loan from £2.6 million in March 2009 to £0.48 million. This would now be converted into an overdraft facility, Ransom noted.

OTC

## People

## Merck Consumer head

■ Continued from front page

Gourmet Foods, the second-largest manufacturer of egg rolls in the US.

Heller will take charge of one of Merck's "five primary divisions" in the enlarged company. The others are Global Human Health – including prescription, vaccines and biologics business units – Animal Health, Merck Manufacturing and Merck Research Laboratories.

Prior to the US\$41 billion acquisition of its smaller rival Schering-Plough (*OTC bulletin*, 17 March 2009, page 1), Merck had only an indirect presence in the OTC market through the Johnson & Johnson/Merck Consumer Pharmaceuticals joint venture.

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## Mergers &amp; Acquisitions

## SSL International delays taking full control of BLBV

SSL International is set to increase its majority stake in eastern European condom distributor Beleggingsmaatschappij Lemore BV (BLBV) from 50% plus one share to 75%, but will now wait until 2011 to purchase the remaining 25%.

The new timetable for acquiring BLBV's total share capital replaces the original option SSL had agreed when it first bought into the firm in 2008. This could have seen the UK-based firm take full control of BLBV this year.

Explaining the change, SSL said the new agreement would incentivise BLBV's management team – who are shareholders in BLBV's minority stakeholder Abraca – by "extending their equity participation" in the business for a further 12 months. This would help enable the successful integration of BLBV into SSL, the company added.

As part of the integration process, Konstantin Kirsenko, BLBV's general director, has agreed to join SSL as general director, Russia and the Commonwealth of Independent States (CIS).

Kirsenko will report to Ian Adamson, currently SSL's managing director Europe and Americas, who with effect from 1 April 2010

will become the company's group commercial director (see page 23).

SSL has built up its stake in BLBV over the past two years. In February 2008, the company paid £24.8 million (€28.5 million) for 15.5% of BLBV, which packages and distributes condoms and medical products – including the condom brand Contex – in the CIS, excluding the Ukraine (*OTC bulletin*, 29 February 2008, page 3). Just over a year later, SSL increased its stake to 50% plus one share for a further €70 million (*OTC bulletin*, 17 April 2009, page 2).

The new agreement will see SSL pay no more than £140 million to lift its holding from 50% plus one share to 75%. The price is based on a multiple of BLBV's earnings before interest, tax and depreciation (EBITDA).

A spokesperson for SSL told *OTC bulletin* that the significant difference between what SSL was paying for this latest stake and what it had paid previously was a result of the speed at which BLBV's EBITDA was growing.

BLBV's 2009 sales in US dollar terms were expected to have grown by 50% since 2007, while its EBITDA was anticipated to be in excess of US\$50.0 million (€36.7 million).

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Switches

# New Zealand could switch calcipotriol

Topical medicines containing calcipotriol could soon be available without a prescription in New Zealand for treating psoriasis.

**OTC bulletin** understands that New Zealand would be the first country in the world to switch topical calcipotriol from prescription-only to non-prescription status. Although Germany's Expert Committee for Prescription recommended switching topical calcipotriol in 2008, it remains a prescription medicine in the country (**OTC bulletin**, 30 June 2008, page 1).

## Retailer Pharmacybrands behind move

The Medicines Classification Committee in New Zealand will consider a switch application from retail group Pharmacybrands – the parent company in New Zealand of Amcal and Unichem – at its next meeting on 13 April 2010.

Pharmacybrands wants to reclassify smaller packs – 30g for cream and ointment or 30ml for scalp application – as restricted, pharmacist-only medicines. They would be restricted to adults with mild to moderate psoriasis previously diagnosed by a doctor. The strength would be 50µg/g for cream and ointment, and 50µg/ml for scalp application.

In its submission, Pharmacybrands draws at-

tention to a systematic review published in the *BMJ*, which reported that calcipotriol was “superior to calcitriol, coal tar, combined coal tar 5%, allantoin 2% and hydrocortisone 0.5%, short contact dithranol and tacalcitol”. Topical calcipotriol was significantly more effective than potent topical steroids at six weeks of treatment, but not at eight weeks, the company points out.

“The review concluded that calcipotriol is an effective and well tolerated treatment for mild to moderate chronic-plaque psoriasis,” comments Pharmacybrands. “Although skin irritation is comparatively common, this rarely requires withdrawal of calcipotriol treatment.”

Currently, topical calcipotriol is available in New Zealand from CSL as the prescription-only medicine Daivonex. It is manufactured by Leo Pharmaceutical Products, and has been available in New Zealand for over a decade.

Also on the agenda for the next meeting of New Zealand's Medicines Classification Committee is an application from Merck & Co to switch 5mg rizatriptan wafers to pharmacist-only status for the treatment of acute migraine with or without aura.

Two triptans – GlaxoSmithKline's sumatriptan tablets and AstraZeneca's zolmitriptan nasal

spray – are already available as pharmacist-only medicines in New Zealand.

Merck & Co pointed out that Maxalt Melt was supplied as an orally-disintegrating tablet that could be taken without water. The company noted that the format was more palatable to some people than conventional oral tablets.

The committee will also consider applications to reclassify Johnson & Johnson's Imodium (2mg loperamide) antidiarrhoeal, Johnson & Johnson's Regaine for Men (5% minoxidil) hair-regrowth product and Reckitt Benckiser's Strepfen (8.75mg flurbiprofen) sore-throat lozenges from pharmacist-only to general-sale medicines in New Zealand.

## Reverse-switch for cough/cold medicines

In addition, New Zealand's regulatory authority, Medsafe, wants to reverse-switch cough and cold medicines containing dextromethorphan, guaifenesin, ipecacuanha or phenylephrine from general-sale medicines to either pharmacy-only or pharmacist-only status. The move was recommended by its Cough Cold Review Group, which said the risk-benefit balance for these products was unfavourable for children under six years of age.

OTC

Trade Associations

## US CRN extends reach to Europe

The US-based Council for Responsible Nutrition (CRN) has set up an international subsidiary based in Manno, Switzerland.

The dietary supplement trade association said that the move formalised “the work it has been doing for decades by standing up for science-based principles for dietary/food supplements worldwide”.

The wholly-owned subsidiary will be called the Council for Responsible Nutrition-International (CRN-I). Its board will be announced at the first CRN-I annual meeting scheduled for 15 April in Paris, France.

The CRN said over a dozen companies had already signed on to support the CRN-I, and additional funding was anticipated.

On 3 July, the CRN-I is running a one-day scientific symposium on ‘Scientific issues related to Codex goals’ in Geneva, Switzerland.

## IN BRIEF

■ **HEALTH CANADA** has approved a switch of 150mg **fluconazole** formulations to non-prescription status as oral treatments for vaginal thrush. The switch takes effect in March.

■ **THE KOREAN** Food and Drug Administration (KFDA) approved 1,986 **OTC drugs** in 2009, according to a report in *Pharma Koreana*, compared with 824 prescription drugs. *Pharma Koreana* said that it was the first time since 2001 that OTC drug approvals had outnumbered prescription drug approvals.

■ **PROCTER & GAMBLE** said a study published in the *British Journal of Dermatology* showed its **Olay** Professional Pro-X cosmetic product improved the appearance of facial lines and wrinkles as well as the prescription medicine 0.02% tretinoin after eight weeks of treatment.

■ **MHRA** – the UK's Medicines and Healthcare products Regulatory Agency – is seeking views on whether key information about medicines should be available online. An **online dis-**

**ussion website** at [www.medinfodiscussion.org](http://www.medinfodiscussion.org), asks consumers and healthcare professionals whether they think it is a good idea to make the MHRA's database of Patient Information Leaflets (PILs) and Summaries of Product Characteristics (SPCs) available online. The discussion runs until 8 March 2010.

■ **MHRA** – the UK's Medicines and Healthcare products Regulatory Agency – has added a section for the **pharmaceutical industry** to its website.

■ **NBTY's** sales improved by 18% to US\$228 million (€169 million) in **January** of this year. Growth was driven by a 22% rise in turnover at the US-based company's Wholesale/US Nutrition division to US\$132 million. European Retail sales increased by 19% to US\$54 million, while turnover at the North American Retail division finished ahead by 6% to US\$18 million. The company's Direct Response/E-commerce division posted sales up by a tenth to US\$23 million.

OTC

## Reformulations

## GSK takes zinc out of Poligrip

GlaxoSmithKline Consumer Healthcare has stopped making and supplying its zinc-containing denture adhesives, including several Poligrip products, across many countries.

In a "Consumer Advisory" released on 18 February, the company said it had taken the voluntary action because of potential health problems associated with the long-term excessive use of its zinc-containing denture adhesive products. It stressed that the products remained safe when used as directed on the product label.

GlaxoSmithKline said it would change to zinc-free formulations, and packaging would clearly state the products were "zinc-free".

### May lead to neurological symptoms

In the US – where the company may face legal action – GlaxoSmithKline is warning consumers about the Original, Ultra Fresh and Extra Care versions of Super Poligrip. "While zinc is an essential part of the diet, recent publications suggest that an excessive intake of zinc-containing denture adhesives over several years may lead to the development of neurological symptoms," states the company. "These may include numbness, tingling or weakness in the arms and legs, difficulties with walking and balance, and blood problems."

OTC

## Patent Disputes

## Perrigo wins patent case over Reckitt's Mucinex

Perrigo moved a step closer to the US launch of a generic version of Reckitt Benckiser's Mucinex cough medicine when a federal court threw out the UK-based company's patent-infringement complaint.

The Michigan district court granted Perrigo summary judgement in litigation over the store-brand specialist's 600mg guaifenesin extended-release tablets. It said Perrigo's generic did not infringe the Mucinex patent.

Perrigo is now waiting for the Abbreviated New Drug Application (ANDA) for its generic product to be approved by the Food and Drug Administration (FDA).

At the start of February, Perrigo's chairman and chief executive officer, Joseph Papa, said Perrigo expected approval from the FDA for its store-brand Mucinex within the next 30-60 days and that the product would be available before the close of the company's financial year ending June 2010 (*OTC bulletin*, 10 February 2010, page 10).

Quoting data from AC Nielsen, Perrigo said Mucinex 600mg extended-release tablets had generated sales of approximately US\$162 million (£119 million) through food, drug and mass merchandiser retail outlets in the US during

the 12-month period ended January 2010.

Perrigo filed an ANDA with a patent challenge against Mucinex in 2007, but Adams Respiratory Therapeutics – which is now part of Reckitt Benckiser – responded by suing Perrigo for patent infringement (*OTC bulletin*, 12 October 2007, page 9).

Earlier in 2007, Adams had settled a patent challenge to the Mucinex brand from URL/Mutual, which potentially kept URL/Mutual's 600mg guaifenesin product off the market in the US until 2012 (*OTC bulletin*, 30 March 2007, page 11).

Perrigo's victory, however, means that URL/Mutual may soon be in a position also to launch its extended-release 600mg guaifenesin product, as the company's settlement with Adams allowed it to launch if a third party was in a position to introduce its own generic guaifenesin product before 1 July 2012.

Reckitt Benckiser is also defending its Mucinex, Mucinex D (pseudoephedrine hydrochloride/guaifenesin) and Mucinex DM (dextromethorphan/guaifenesin) products from patent challenges made by generics company Watson Pharmaceuticals (*OTC bulletin*, 19 June 2009, page 12).

OTC

## Switches

## Ratiopharm seeks UK patch switch

Ratiopharm has applied to switch its Algorpain-Eze 140mg diclofenac patch – or "medicated plaster" – from prescription-only to pharmacy status in the UK.

In its ARM 65 consultation document, the UK's Medicines and Healthcare products Regulatory Agency (MHRA) says that "the adverse event profile of the medicated plaster has been shown to be comparable to gel formulations and significantly improved compared to oral treatment".

### Amenable to self-diagnosis

The proposed indication for adults and children aged above 14 years – "local symptomatic treatment of pain in acute strains, sprains or bruises of the extremities following blunt trauma, such as sport injuries" – is "closely defined and amenable to self-diagnosis", it states.

If switched, Algorpain-Eze will be available in a maximum pack size of 14 patches, which is enough for one week's treatment with up to two analgesic patches per day.

The MHRA notes topical diclofenac gels have been available in the UK since 1997. Novartis Consumer Health's Voltarol Pain-eze Emulgel, for example, is classified as a general-sale medicine for adults and children aged 12 years and older (*OTC bulletin*, 30 June 2004, page 5). Novartis also offers a prescription-only gel patch and unlicensed heat patches under the Voltarol brand in the UK.

Diclofenac medicated plasters have been authorised as a prescription medicine since 2004, the agency observes.

In 2008, nearly nine million packs of diclofenac products were dispensed in the UK, equating to nearly 90 million defined daily doses

(DDD). That included more than 1.4 million packs, or 15 million DDD, of topical diclofenac, mainly as gel.

The 140mg diclofenac patches are already available without a prescription in Austria, Germany, Italy and Slovakia.

Ratiopharm – which already markets the probiotic food supplement Life's-Biotic in the UK (*OTC bulletin*, 15 May 2009, page 15) – plans to introduce specific OTC packaging and pharmacy training materials to support the switch.

Having undergone a European Union mutual-recognition procedure for Algorpain-Eze, Ratiopharm holds authorisations for its patches under various brand names in Austria, Belgium, the Czech Republic, Denmark, Germany, Hungary, Italy, Poland, Slovakia, Spain, Sweden and the UK. The German firm holds similar authorisations in France, Poland and Portugal from a separate mutual-recognition procedure.

The MHRA is inviting comments on the proposed switch until 25 March 2010.

OTC

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THE BUSINESS NEWSLETTER FOR EUROPE'S CONSUMER HEALTHCARE INDUSTRY

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## Regulatory Affairs

# Mix-ups make Novartis rename Maalox variant

Novartis Consumer Health has agreed to rename one of its Maalox products in the US, following five reports that product mix-ups had led to serious medication errors. The company will also change the pack design to avoid further confusion.

The Food and Drug Administration (FDA) said consumers had mistakenly taken Maalox Total Relief, the upset stomach reliever and antidiarrhoeal medicine, when they had intended to use the traditional liquid antacid products, Maalox Advanced Regular Strength or Maalox Advanced Maximum Strength.

Carol Holquist, director of the FDA's Division of Medication Error Prevention and Analysis, said consumer confusion and incorrect product use due to name confusion were "serious public health issues".

"The FDA is concerned about the public health impact of medication mix-ups for products that have the same names or portions of the same name, but contain different active ingredients," commented Holquist, adding: "We want companies to consider the potential for name confusion when choosing drug names."

The renamed product is expected to reach stores in September 2010. In the meantime, the FDA is advising consumers and healthcare professionals to check the labels of all Maalox products very carefully.

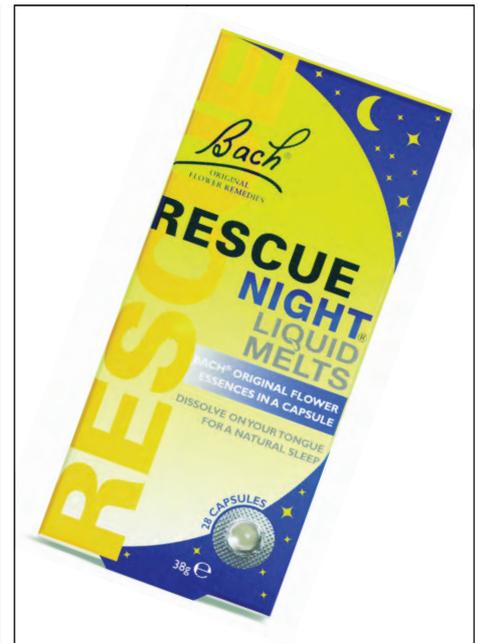
Holquist pointed out that "Maalox Total Relief and Maalox were not interchangeable and should not be used in place of each other".

According to the FDA, the active ingredient of Maalox Total Relief, bismuth subsalicylate, was chemically-related to aspirin and could cause similar harmful side-effects such as bleeding. The regulatory agency said Maalox Total Relief was not appropriate for individuals who wanted to use an antacid, especially if they had a history of gastrointestinal ulcer disease or a bleeding disorder.

The FDA added that Maalox Total Relief should not be taken by children and teenagers if they were recovering from a viral infection. Nor should it be taken by individuals who were taking certain medications including oral anti-diabetes drugs; anticoagulation drugs, such as warfarin and clopidogrel; and non-steroidal and other anti-inflammatory drugs.

On 17 February, the FDA warned consumers about the potential for serious side-effects from mistakenly using Maalox Total Relief instead of other Maalox products. The two products were intended for the relief of different symptoms and contained different active ingredients, said the FDA.

As well as changing the name and packaging of Maalox Total Relief, Novartis has agreed to carry out an educational campaign aimed at healthcare professionals and consumers. This will cover different Maalox products and ways to select the appropriate variant in the range. The company will also actively monitor and report adverse events associated with the use of Maalox products.



Melt-in-the-mouth capsules are the latest addition to Nelsons' Rescue Night brand in the UK.

The company said Rescue Night Liquid Melts, which are positioned as "the easy way to take Rescue Night", contained the familiar combination of five flower essences plus the Bach Original Flower Essence white chestnut. "White chestnut helps free the mind from fretful and repetitive thoughts," commented the company, adding that this was "perfect if you struggle to wind down after a hectic day in the office or if you have been burning the candle at both ends".

A pack of 28 capsules has a recommended retail selling price of £7.95 (€9.10). A strapline on the packaging urges consumers to "Dissolve on your tongue for a natural sleep".

The newcomer joins the existing Rescue Night dropper and spray formats.

The Rescue portfolio also includes Rescue Chewing Gum, Rescue Remedy, Rescue Cream and Rescue Pastilles.

Nelsons noted that it had been supplying natural healthcare products since 1860, making 2010 its 150th birthday.

OIC

## Product Launches

## Spain's Cinfa targets skincare

Laboratorios Cinfa is pushing into a new area of business by launching a dermatopharmacy line under the Be+ brand.

The Spanish company, which currently has generics, OTC and orthopaedic units, plans to invest €25 million in the skincare project over the next five years.

Cinfa has to date launched 19 products under five Be+ ranges – acne, anti-ageing, atopics, men and moisturising.

Meanwhile, Cinfa has also strengthened its OTC presence in Spain by rolling out what it

claims is the country's first decongestant balm in stick form. The Respirub brand comes in two versions: one for children containing extracts of eucalyptus, pine and lavender; and another for adults with eucalyptus, menthol and camphor. A 50ml stick retails at €5.25.

Last year, Cinfa increased its sales by 14.5% to €183 million.

In 2010, it intends to raise group sales – including exports to more than 30 countries – by about 12% to €205 million.

OIC

### IN BRIEF

■ **ASA** – the UK Advertising Standards Authority – has upheld a complaint about a direct mailing for **Stirling Health's Nytric EFX**. The mailing included the phrase "the only safe, natural and totally effective alternative to Viagra", and described the unlicensed product as "amazing aphrodisiac pills". The ASA noted Stirling had not responded to its enquiries.

■ **ASA** – the UK Advertising Standards Authority – has upheld complaints from Holland & Barrett and a member of the public about two brochures for food supplements produced by **Healthy Direct**. The authority has also upheld a complaint from Holland & Barrett about two brochures for food supplements published by Healthspan.

OIC

# Alli ascends as Flomax enters rankings

*Flomax Relief makes its first appearance – behind Alli, Benylin and NiQuitin – in our monthly Pharmacy viewpoint rankings of UK pharmacists’ attitudes to OTC sales and marketing, which are published exclusively in OTC bulletin courtesy of the Intr@PharmQ service from IMS.*

Initial promotional activity for Boehringer Ingelheim’s Flomax Relief has caught the eye of pharmacists in the UK, according to our **Pharmacy viewpoint** survey for February. Flomax Relief makes its first appearance in the rankings for trade-press advertising, pharmacy-support package and representative detailing.

The focus of the initial promotional activity is pharmacy training, public relations activity, and advertising in the pharmacy press. The last of these urges pharmacy staff to “Help men take control of their annoying pee problems”, and shows a product pack flattening an animated letter ‘P’ complete with arms and legs.

In December, the UK became the first country in the world to make Flomax a non-prescription medicine for treating benign prostatic hyperplasia, or an enlarged prostate (*OTC bulletin*, 18 December 2009, page 1). The UK’s Medicines and Healthcare products Regulatory

Agency (MHRA) approved the switch of 0.4mg tamsulosin hydrochloride capsules from prescription-only to pharmacy (POM-to-P status) for treating lower urinary-tract symptoms in men aged between 45 and 75 years.

The company said recently that Flomax Relief would be available in pharmacies from March. Boehringer Ingelheim will back the introduction with a “high-profile” marketing campaign including consumer advertising, public relations activity and point-of-sale items, which will commence in late March or early April (*OTC bulletin*, 20 January 2010, page 10).

The best performer in the February survey was GlaxoSmithKline Consumer Healthcare’s Alli weight-loss medicine, which ranked either first or second in all four sections of **Pharmacy viewpoint** (see Figures 1, 2, 3 and 4). Alli had slipped down the rankings in recent surveys following a long period of dominance



McNeil’s Benylin cough medicines top the television rankings for the third time in a row

after its launch in the UK in early 2009.

Last month, however, GlaxoSmithKline introduced a fresh pharmacy-press advertising campaign. This highlights new data showing that “taking Alli while following a reduced-calorie, lower-fat diet can lead to a significant reduction not only in weight but also in dangerous visceral fat”.

The advertising includes a magnetic resonance imaging scan showing visceral fat inside the body of an obese individual. It points out that “there is a clear relationship between excess visceral fat and the risk of type 2 diabetes and cardiovascular disease”.

When IMS Consumer Health surveyed pharmacists between 1 and 17 February 2010 using its Intr@PharmQ service, one in five said Alli was backed by the best current trade-press advertising for an OTC medicine or dietary supplement (see Figure 1). A similar proportion felt the same way about the pharmacy-support package for Alli (see Figure 3).

In the television-advertising section, the honours went to McNeil Products’ Benylin brand for the third time in a row (see Figure 2). Many pharmacists referred specifically to the commercial for Benylin Mucus Cough.

In the representative detailing section, GlaxoSmithKline’s NiQuitin nicotine-replacement therapies led the way for the third month in a row (see Figure 4).

## BEST CURRENT REPRESENTATIVE DETAILING

Rank	Brand	Company	Product type	Pharmacists (%)
1	NiQuitin	GlaxoSmithKline	Smoking-cessation aid	17.8
2	Alli	GlaxoSmithKline	Weight-loss medicine	7.8
3	Nicorette	McNeil Products	Smoking-cessation aid	6.7
4	Nurofen	Reckitt Benckiser	Oral/topical analgesic	4.4
5=	Flomax	Boehringer Ingelheim	Benign prostatic hyperplasia	3.3
	Lemsip	Reckitt Benckiser	Cough/cold remedy	3.3
	Nicotinell	Novartis	Smoking-cessation aid	3.3
	Seven Seas	Seven Seas	Food supplement	3.3

Base: 90 pharmacists who named a brand of OTC medicine or food supplement

Figure 4: Unprompted response of UK pharmacists between 1 February and 17 February 2010 when they were asked the question: “In your opinion, which OTC medicine/dietary supplement is currently backed by the best representative detailing?” (Source – *OTC bulletin*/IMS’ Intr@PharmQ service)

## Intr@PharmQ and Pharmacy viewpoint

**Pharmacy viewpoint** is a monthly survey of pharmacy attitudes to OTC marketing in the UK, which appears exclusively in *OTC bulletin* courtesy of the Intr@PharmQ service from IMS.

The survey highlights pharmacists’ attitudes to OTC marketing campaigns – both as health-care professionals and consumers – as well as

reflecting their general feelings about particular OTC brands.

Intr@PharmQ is a rapid information-gathering service consisting of web-based interactive questionnaires on the Intr@Pharm community pharmacy portal. Questionnaires can be set up on the site quickly, and responses collated within days.

The service can be used to ask pharmacists about a range of subjects including products, company image and representatives. **OTC**

■ For further information contact Tai Azeez, IMS, 7 Harewood Avenue, London NW1 6JB, UK (Tel: +44 20 3075 4142; Fax: +44 20 7393 5900; E-mail: TAzeez@uk.imshealth.com).

**visceral fat loss – at the centre of weight loss and health gain?**

Targeting "hidden" fat should be an important weight loss goal for those at risk of obesity-related health problems.

Subcutaneous fat, which lies just beneath the skin, is the visible fat that everyone wants to lose. But research now shows that visceral fat is much more dangerous and it fat the visceral fat surrounding the organs in the abdominal area.

Visceral fat cells produce many chemical messengers that affect metabolism and insulin sensitivity. This is why visceral fat is more chemically resistant to weight loss than subcutaneous fat and the risk of type 2 diabetes and cardiovascular disease.

The good news is that losing weight with a focused calorie, low-carb diet – with or without the help of alli weight loss pills for overweight adults with a BMI of 25 or higher – can reduce visceral fat mass. Studies show that because doing so:

...the inflammatory, high-triglyceride, cholesterol-rich blood lipids that are associated with visceral fat are reduced, the important message is that weight loss helps people lose both subcutaneous and visceral fat, but it is the latter that brings significantly greater health benefits.

alli  
Strong taste. Lighter effect.

GlaxoSmithKline is backing its Alli weight-loss medicine with new pharmacy-press advertising

**NiQuitin Minis**  
Mint and lozenges  
nicotine

**Not big. But very clever.**

NiQuitin<sup>®</sup> Minis release their full dose of therapeutic nicotine how many times faster than Nicorette<sup>®</sup> gum?

A. Minis are slower      B. They are the same  
C. Twice as fast      D. 5 times faster

NEW small NiQuitin<sup>®</sup> 4mg Minis provide fast craving relief within minutes,<sup>1,2</sup> and are designed especially for those smokers who know they should quit, but want to do it at their own pace.

Make a clever choice and recommend NiQuitin<sup>®</sup> Minis to help them quit one cigarette at a time.

Help them quit one cigarette at a time

gsk  
MyPharmAssist.co.uk

GlaxoSmithKline's NiQuitin heads the rankings for representative detailing for the third time in a row

Help men take control of their annoying pee problems

**FLOMAX relief MR**  
tamsulosin

28 tablets

Flomax Relief MR is a prescription medicine used to treat urinary problems caused by an enlarged prostate gland. It works by relaxing the muscles of the prostate and bladder neck, which helps urine flow more easily. Flomax Relief MR is not a painkiller and does not affect your ability to drive or operate machinery.

To find out more visit [www.flomaxrelief.co.uk/flomax](http://www.flomaxrelief.co.uk/flomax)

Boehringer Ingelheim's pharmacy-press advertising for Flomax Relief uses no-nonsense language

# PHARMACY *viewpoint*

**BEST CURRENT TRADE-PRESS ADVERTISING**

Rank	Brand	Company	Product type	Pharmacists (%)
1	Alli	GlaxoSmithKline	Weight-loss medicine	20.0
2	NiQuitin	GlaxoSmithKline	Smoking-cessation aid	14.4
3	Benylin	McNeil Products	Cough/cold remedy	8.9
4=	Full Marks	SSL International	Head-lice remedy	5.6
	Nicorette	McNeil Products	Smoking-cessation aid	5.6
	Nurofen	Reckitt Benckiser	Oral/topical analgesic	5.6
7	Flomax	Boehringer Ingelheim	Benign prostatic hyperplasia	4.4

Base: 90 pharmacists who named a brand of OTC medicine or food supplement

Figure 1: Unprompted response of UK pharmacists between 1 February and 17 February 2010 when they were asked the question: "In your opinion, what is the best current trade-press advertisement for an OTC medicine/dietary supplement?" (Source – OTC bulletin/IMS' Intr@PharmQ service)

**BEST CURRENT TELEVISION ADVERTISING**

Rank	Brand	Company	Product type	Pharmacists (%)
1	Benylin	McNeil Products	Cough/cold remedy	13.3
2	Alli	GlaxoSmithKline	Weight-loss medicine	11.1
3	NiQuitin	GlaxoSmithKline	Smoking-cessation aid	8.9
4	Nurofen	Reckitt Benckiser	Oral/topical analgesic	6.7
5=	Canesten	Bayer Consumer Care	Antifungal	5.6
	Nicorette	McNeil Products	Smoking-cessation aid	5.6
7=	Covonia	Thornton & Ross	Cough/cold remedy	4.4
	Gaviscon	Reckitt Benckiser	Indigestion remedy	4.4
9	Lemsip	Reckitt Benckiser	Cough/cold remedy	3.3

Base: 90 pharmacists who named a brand of OTC medicine or food supplement

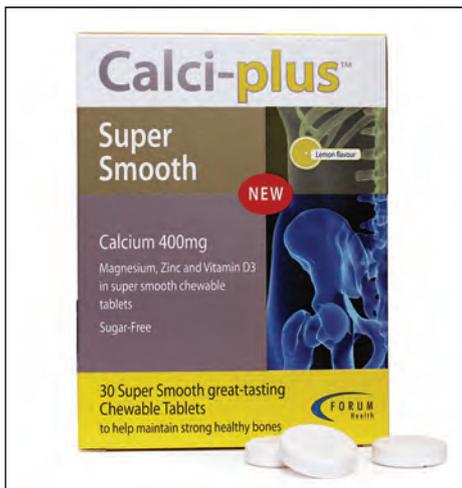
Figure 2: Unprompted response of UK pharmacists between 1 February and 17 February 2010 when they were asked the question: "In your opinion, what is the best current television consumer advertisement for an OTC medicine/dietary supplement?" (Source – OTC bulletin/IMS' Intr@PharmQ service)

**BEST CURRENT PHARMACY-SUPPORT PACKAGE**

Rank	Brand	Company	Product type	Pharmacists (%)
1	Alli	GlaxoSmithKline	Weight-loss medicine	21.1
2	NiQuitin	GlaxoSmithKline	Smoking-cessation aid	13.3
3	Nurofen	Reckitt Benckiser	Oral/topical analgesic	8.9
4	Flomax	Boehringer Ingelheim	Benign prostatic hyperplasia	7.8
5=	Benylin	McNeil Products	Cough/cold remedy	4.4
	Gaviscon	Reckitt Benckiser	Indigestion remedy	4.4
	Nicorette	McNeil Products	Smoking-cessation aid	4.4
8=	Lemsip	Reckitt Benckiser	Cough/cold remedy	3.3
	Meltus	SSL International	Cough/cold remedy	3.3

Base: 90 pharmacists who named a brand of OTC medicine or food supplement

Figure 3: Unprompted response of UK pharmacists between 1 February and 17 February 2010 when they were asked the question: "In your opinion, which OTC medicine/dietary supplement is currently backed by the best pharmacy-support package (consumer/trade advertising, bonus deals, profit margin, training, etc)?" (Source – OTC bulletin/IMS' Intr@PharmQ service)



“Super smooth and great tasting” is Forum Health’s promise to consumers for its new Calci-plus food supplement in the UK.

Calci-plus chewable tablets have a “unique spray-dried calcium and magnesium formula that ensures each tablet is super smooth”, says Forum Health, adding that there is “less of the chalkiness associated with other calcium supplements, making them a more suitable option for some patient groups”.

According to Forum Health, Calci-plus provides the recommended daily allowance of calcium and vitamin D, plus 67% of the recommended daily allowance of magnesium.

Consumers should take two of the sugar-free tablets a day. Two tablets contain 800mg calcium, 250mg magnesium, 5µg vitamin D, 10mg zinc, 0.5mg manganese and 0.6mg boron.

A box of 30 tablets has a recommended retail selling price of £4.99 (€5.69).

Forum Health previously traded as Britannia Health Products.

OTC

**IN BRIEF**

■ **VIFOR PHARMA POTTERS** – the UK subsidiary of Switzerland’s Galenica – has appointed **Ceuta Healthcare** as its salesforce in the UK. The natural healthcare specialist said a 20-strong team from Ceuta would support the independent pharmacy and health food sectors. The company noted that the Potters line of herbal medicines would celebrate 200 years of business in 2012.

■ **RATIOPHARM UK** is backing its **Life’s-Biotic** probiotic food supplement in the UK with a sales initiative designed to give pharmacists in excess of 40% profit on return. Pharmacists will receive a free box of Life’s-Biotic sachets with every case of Life’s-Biotic ordered, and they can obtain single sachet samples for free distribution to customers. In addition, branded shelf-talkers will be provided to pharmacists. Launched last year, Life’s-Biotic contains five probiotic strains and is available in a choice of powder sachets, liquid vials or capsules. None of the products require refrigeration (OTC bulletin, 15 May 2009, page 15).

OTC

Line Extensions

# Bayer gets intimate with German Canesten range

Intimate-wash products that are “gentler than soap and more thorough than water” are the latest addition to Bayer HealthCare’s Canesten antifungal brand in Germany.

The company claims that its Canesten Gyn Sencicare lotion and foam have a “synergistic mode of action” through their combination of ingredients – lactic acid, dexpanthenol, lipids and lotus-flower extract.

According to Bayer, the lactic acid helps to maintain a natural pH balance and thereby prevent infections. Dexpanthenol soothes by helping the skin to retain moisture, and is supported by lipids and lotus-flower extract. Both versions of product are free from artificial colourings and preservatives.

The pink-and-white packs carry a picture of a lotus flower together with the strapline “Sanfte und schützende Intimpflege für jeden Tag”, which translates as “Gentle and protective intimate care for every day”.

Bayer said studies it had conducted showed that the lotion and foam were well tolerated and produced no allergic reactions. Furthermore, “97% of women who took part in a trial would happily use the product in future”, the company added.

Launch trade-press advertising for Canesten Gyn Sencicare, which is available exclusively from pharmacies, reminds pharmacists that the unlicensed products can be displayed for self-selection by consumers.

A 200ml bottle of the lotion has a recommended retail price of €11.50. The 150ml foam dispenser retails at €10.90.

A similar cream wash is available in the UK



Bayer’s new Canesten Gyn Sencicare line of intimate-wash products in Germany comprises a lotion and a foam

and Ireland under the brand name Care by Canesten.

Meanwhile, Bayer has updated the packaging for its entire Canesten range in Germany. The company commented that the new packs were “more consumer-friendly” in that they differentiated more clearly between the different products for athlete’s foot, thrush and nail infections.

The Canesten and Canesten Extra creams and sprays for athlete’s foot now come in predominantly blue livery, as do a bifonazole-based nail set and a laundry rinse. Packs of Canesten Gyn creams and pessaries for thrush are predominantly yellow.

OTC



New packaging for Canesten in Germany is colour-coded to differentiate between products for different problems

## APRIL

15 April

■ **Phytopharmaceuticals in Europe**

Bonn, Germany

Speakers at this one-day conference – organised by Germany's medicines manufacturers' association, the BAH, and conducted in German – will include Werner Knöss of the German federal institute for medicines and medical devices, BfArM.

**Contact:** BAH, Ubierrstrasse 71-73, 53173 Bonn, Germany.  
Tel: +49 228 957 45 0.  
Fax: +49 228 957 45 90.  
E-mail: bah@bah-bonn.de.  
Website: www.bah-bonn.de.

16 April

■ **Medicines Variations Regulation**

London, UK

This one-day event – organised by the UK's Medicines and Healthcare products Regulatory Agency (MHRA) – will focus on the new European Variations Regulation that came into operation on 1 January 2010.

**Contact:** Conferences and Learning Centre, MHRA, 16th Floor, Market Towers, 1 Nine Elms Lane, London SW8 5NQ, UK.  
Tel: +44 20 7084 2903.  
Fax: +44 20 7084 3522.  
E-mail: conferences@mhra.gsi.gov.uk.  
Website: www.mhra.gov.uk.

19, 20-21 &amp; 22 April

■ **Regulatory Affairs in Central and Eastern Europe**

Budapest, Hungary

A pre-conference symposium on 'Regulatory affairs in the CIS region' and a post-conference workshop on 'Practical application of pharmacovigilance in regulatory affairs' will accompany this two-day conference on pharmaceutical regulatory affairs in central and eastern Europe.

**Contact:** Informa UK, PO Box 406, Byfleet KT14 6WL, UK.  
Tel: +44 20 7017 7481.  
Fax: +44 20 7017 7823.  
E-mail: registrations@informa-ls.com.  
Website: www.informa-ls.com.

ence focusing on nutraceuticals, cosmeceuticals, functional foods and functional drinks.

**Contact:** IIR Exhibitions, 5th Floor, 29 Bressenden Place, London SW1E 5EW, UK.  
Tel: +44 20 7017 7026.  
Fax: +44 20 7017 7818.  
E-mail: kmorris@iirx.co.uk.  
Website: www.vitafoods.eu.com.

30-31 May

■ **Pharmaceutical Regulatory Affairs in the Middle East**

Dubai, United Arab Emirates Bahrain, Kuwait, Saudi Arabia and other countries in the Middle East will be discussed.

**Contact:** Management Forum, 98-100 Maybury Road, Woking, Surrey GU21 5JL, UK.  
Tel: +44 1483 730071.  
Fax: +44 1483 730008.  
E-mail: registrations@management-forum.co.uk.  
Website: www.management-forum.co.uk.

9-11 June

■ **46th AESGP Annual Meeting**

Dubrovnik, Croatia

'Connecting with self-care. The future of self-medication in the new Europe' will be the theme of the 46th Annual Meeting of the Association of the European Self-Medication Industry, the AESGP.

The three-day meeting will include a session entitled 'How to be successful in self-care', featuring presentations from Manfred Scheske, president of GlaxoSmithKline Consumer Healthcare for Europe; Etienne de Larouillière, vice-president and head of global business unit OTC at Nycomed; Cavan Redmond, senior vice-president and group president of Pfizer Diversified Businesses; and Dirk Van de Put, president and chief executive officer, global OTC, at Novartis Consumer Health.

Speakers at the meeting will also include: Martin Terberger and Basil Mathioudakis of the European Commission; Thomas Lönngren of the European Medicines Agency (EMA); Dagmar Roth-Behrendt of the European Parliament; and Catherine Geslain-Lanéelle and Vittorio Silano of the European Food Safety Authority (EFSA).

**Contact:** AESGP, 7 Avenue de Tervuren, 1040 Brussels, Belgium.  
Tel: +32 2 735 51 30. Fax: +32 2 735 52 22. E-mail: c.andreason@aesgp.be.  
Website: www.aesgp.be.

## MAY

18-19 May

■ **Regulatory Affairs in Africa**

London, UK

This two-day event will focus on pharmaceutical regulatory affairs in Africa, including South Africa.

**Contact:** Management Forum, 98-100 Maybury Road, Woking, Surrey GU21 5JL, UK.  
Tel: +44 1483 730071.  
Fax: +44 1483 730008.  
E-mail: registrations@management-forum.co.uk.  
Website: www.management-forum.co.uk.

18-20 May

■ **Vitafoods**

Geneva, Switzerland

A three-day exhibition and confer-

## JUNE

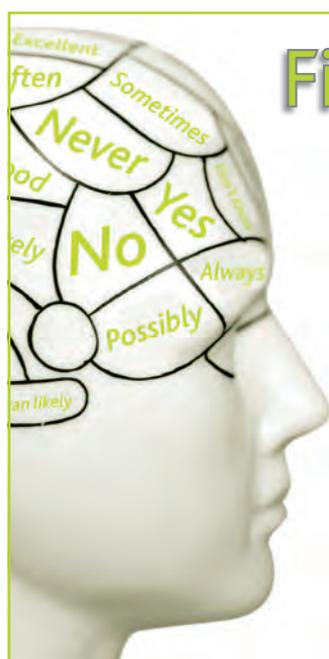
14-15 June

■ **EuroPLX 43**

Berlin, Germany

A two-day partnering and licensing forum focusing on OTC medicines, nutraceuticals, branded prescription drugs and generics.

**Contact:** RauCon, Kurfürstenstrasse 1A, 69234 Dielheim, Germany.  
Tel: +49 6222 9807 0.  
Fax: +49 6222 9807 77.  
E-mail: europlx@raucon.com.  
Website: www.raucon.com.



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# European licensing comes under scrutiny

*A survey by the European OTC industry highlights that firms using Europe's mutual-recognition and decentralised procedures to license non-prescription medicines face distant starting times and long review periods.*

Using Europe's mutual-recognition and decentralised procedures to license non-prescription medicines remains a major problem for the industry. Companies wanting to use the decentralised procedure generally have to wait two or three years for a starting-time slot to be offered by a reference member state, although Germany, Italy, Sweden and the UK have recently accommodated companies sooner. Furthermore, once assessments for non-prescription medicines get underway, review times are likely to be longer than expected.

These are two of the main findings of a recent survey by the Association of the European Self-Medication Industry, the AESGP. For the survey, eight multinational companies supplied the AESGP with data and comments on their recent experiences of using the mutual recognition and decentralised procedures for non-prescription medicines. This raw data was anonymised by the AESGP, and sent to Johnson & Johnson for analysis.

The survey focused on countries in the European Economic Area and Switzerland, and the period until the end of December 2009. It cov-

ered 25 market submissions for procedures involving new applications, and 30 market submissions for post-marketing procedures.

It was in part a response to discussions with Europe's Co-ordination Group for Mutual Recognition and Decentralised Procedures Human, the CMD(h), about industry's concerns in the light of two smaller AESGP surveys in 2008.

Presenting the findings earlier this year at a meeting in London organised by the AESGP, Glenn Carpenter, Johnson & Johnson's senior director of regulatory affairs, said non-prescription companies were "willing to make more use of the mutual-recognition and decentralised procedures, but they need more transparency on slot times". "This is a major concern for industry," he insisted.

Access to the mutual-recognition and decentralised procedures is particularly important for non-prescription companies, as Europe's centralised procedure overseen by the European Medicines Agency offers them limited opportunities at present.

Although two medicines have obtained non-prescription status in all 27 member states of the European Union using the centralised pro-

cedure, two applications have been withdrawn by the sponsor. Furthermore, several applications to use the centralised procedure for non-prescription medicines have been rejected, and companies have been advised to use the mutual recognition or decentralised procedures instead (*OTC bulletin*, 10 February 2010, page 24).

As can be seen from Figure 1, just 42 of the new applications finalised through Europe's mutual-recognition and decentralised licensing procedures in 2009 were for non-prescription medicines. This was just 2.5% of the total number for the year.

The figures – released by the CMD(h) – classify medicines as either prescription or non-prescription by the legal status in the reference member state for the procedure.

Discussing the AESGP's initiative, Carpenter said the survey covered 134 finalised new applications, of which 94 were national procedures and 40 were European mutual-recognition or decentralised procedures. He observed that these figures highlighted that the non-prescription industry was using the European procedures for new product applications in spite of the ongoing challenges with queue times for the decentralised procedure.

Carpenter said that the survey had found that queue times for the decentralised procedure were typically two or three years. He added, however, that there had been some recent examples of shorter times in Germany, Italy, Sweden and the UK (see Figure 2).

One positive development is that regulatory agencies have started publicising the availability of slots. The UK's Medicines and Healthcare products Regulatory Agency (MHRA), for instance, announced in July of last year that cancellations and delays had left it with "some

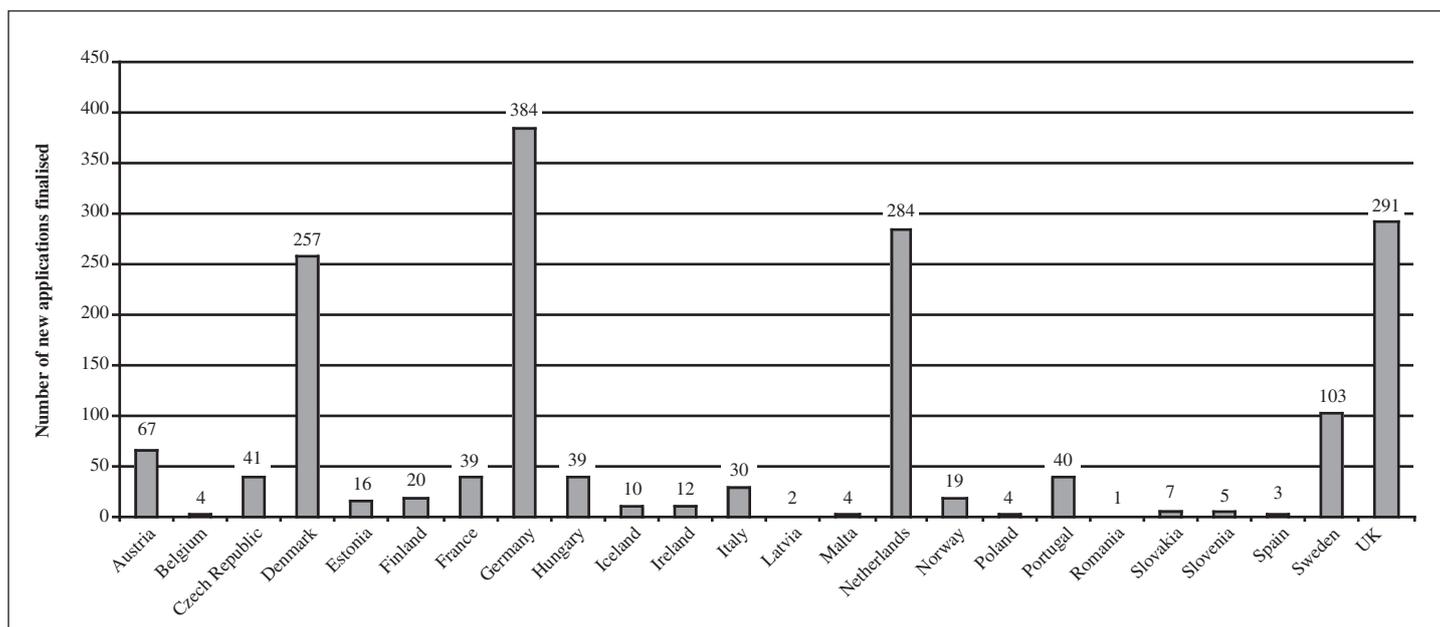


Figure 3: New applications finalised through Europe's mutual recognition and decentralised licensing procedures in 2009 by reference member state (Source – CMD(h))

capacity in all therapeutic areas” to act as the reference member state for decentralised applications (*OIC bulletin*, 31 July 2009, page 17).

According to Carpenter, the survey had highlighted varying degrees of receptiveness across Europe to applications concerning non-prescription medicines.

The reasons given by national regulatory agencies for not accepting the role of reference member state, he added, included lack of resources, lack of experience as a reference member state, and lack of experience with the product presentation. Regulatory agencies also said they were only accepting generic applications or accepting products in specific disease areas.

Carpenter noted that when the problem was a lack of resources, one suggestion had been to approach other national regulatory agencies. But, as he asked, “if others are not prepared to act as the reference member state, then what is the next option?”

**Three-quarters handled by four countries**

In 2009, four countries acted as the reference member state for nearly three-quarters of the new applications finalised through the mutual-recognition and decentralised procedures (see Figure 3).

Looking at review times, Carpenter said that comparing national procedures with European procedures had revealed some interesting results. For the purposes of the survey, the review time was defined as submission to approval in days, minus any clock stop.

There was considerable variability in review times from one country to another, said Carpenter, and there was a variable difference between actual review times and published data/norms. The average for national procedures was

around 360 days, he added, while the average for European procedures was 310 days.

Moving on to finalised procedures for post-marketing activities, Carpenter said that the AESGP’s survey covered 557 of these. National procedures accounted for 328, comprising 143 Type IA, 87 Type IB and 98 Type II. European procedures were 229 of the total, of which 112 were Type IA, 55 were Type IB and 62 were Type II.

Carpenter noted that the numbers supported the message that the non-prescription industry was using the European procedures.

Noting that “criteria for IA, IB and II are diverse across the region”, Carpenter said procedures were highly variable and, in contrast to procedures involving new applications, national procedures appeared to be faster. The average review time for a Type IA variation, for example, was 64 days for national procedures versus 110 days for European procedures. The equivalent figures for Type IB were 95 days versus 140 days, while for Type II they were 155 days compared with 250 days.

Carpenter could see no apparent reason why national procedures should be faster than European procedures for post-marketing applications but the reverse be the case for handling new applications.

He stressed that the findings of the AESGP survey should not be viewed as either good or bad, as the association simply wanted to present the experiences of companies. Indeed, he acknowledged that the findings could be affected by many variables, such as the number of applications collated per market and the complexity of the applications.

Carpenter pointed out that reviewing non-prescription medicines should – in the main –

	Prescription	Non-prescription
2009	1,640	42
2008	1,102	43
2007	806	27
2006	562	30
2005	909	45

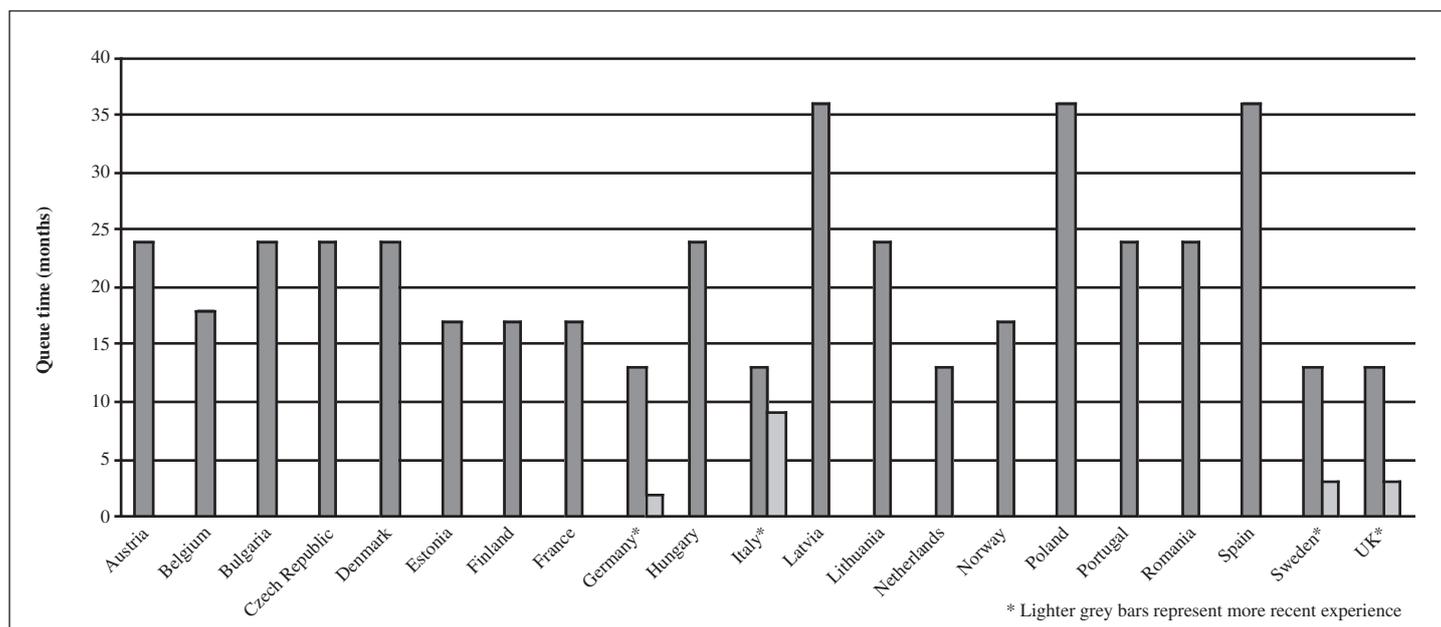
**Figure 1: New applications finalised through Europe’s mutual recognition and decentralised licensing procedures. Medicines are classified as prescription or non-prescription by the legal status in the reference member state (Source – CMD(h))**

be simpler, as applications involved well-established active ingredients with known treatment regimes.

He also insisted that the needs of the non-prescription industry were different to those of the prescription sector. Non-prescription innovation operated on a different timeline to prescription innovation, he said, and there was less up-front development and discussion. This could mean that there was not the same opportunity to obtain “buy-in” from the regulatory agencies, he observed.

Carpenter added that non-prescription companies needed to react quickly to changes in seasonal needs, such as high incidence of hayfever or colds and flu. They also needed competitive flexibility and transparency, he said.

In terms of review times, Carpenter noted that the sample for the survey was limited. However, he wondered whether the findings of the survey meant that non-prescription medicines typically lay at the extremes of the normal curve. “Do branded and generic prescription medicines more closely fit with the published norms and averages?” he asked.



**Figure 2: Queue times for companies applying to use Europe’s decentralised procedure to license non-prescription medicines (Source – AESGP)**

Market Research Agencies

## Beck steps up at IMS Health

IMS Health has given **Elisabeth Beck** responsibility for its central Europe region covering Germany, Switzerland, Austria, Hungary, Poland, the Czech Republic and Slovakia.

Beck's previous role as country manager for Germany has been filled by **Frank Wartenberg**, who previously worked on commercial effectiveness within the market research agency's European consultancy arm.

After studying agricultural economics, Beck joined IMS Health in 1980. She fulfilled several roles at the market research agency's German headquarters in Frankfurt, including head of consumer health and OTC, before becoming country manager for Switzerland in 1997. She returned to the German office in 2002.



Elisabeth Beck



Frank Wartenberg

Manufacturers

## Pfizer Consumer Healthcare adds to its leadership team

Pfizer has added to the global leadership team of its newly-acquired Consumer Healthcare operation. It has appointed **Todd Magazine** to the role of president for the US and Canada, while **Mark Gelbert** becomes senior vice-president for global research and development.

Recruited from PepsiCo – where he served as president of the Gatorade & Propel division – Magazine will run Pfizer Consumer Healthcare's US division and oversee its Canadian business. Pfizer remarked that these were the unit's two largest affiliates.

During his 10 years at PepsiCo, Magazine also served as president and chief executive officer of the company's Quaker Foods division as well as its chief marketing officer.

Prior to joining PepsiCo, Magazine spent nine years with Procter & Gamble working on numerous brands. He started his career in advertising with Ted Bates among other advertising agencies.

### Joins from Johnson & Johnson

Gelbert, who worked for Pfizer Consumer Healthcare before it was acquired by Johnson & Johnson, has been poached from a similar global research and development role at Johnson & Johnson Consumer Health Care.

Among his US successes with companies that have also included Schering-Plough and Novartis have been the prescription-to-OTC switches of Claritin, Lamisil, Zantac 150 and Lotrimin Ultra.

In his new role Gelbert would be responsible, Pfizer said, for "driving and prioritising" projects that would bring new products to market. He would also manage the "increasingly challenging" regulatory environment for OTC products, said the company.

Gelbert began his career in product devel-



Todd Magazine



Mark Gelbert

opment at Procter & Gamble's Health Care division. He holds both a law degree and a doctorate in chemistry, and has served at the Consumer Healthcare Products Association.

Led by president and general manager Paul Sturman, Pfizer's Consumer Healthcare operation was established when the company completed its US\$68 billion (€51 billion) acquisition of Wyeth on 15 October last year.

Consumer Healthcare forms part of Pfizer's Diversified businesses division – along with the Animal Health, Capsugel and Nutrition units – led by Cavan Redmond, former worldwide president of Wyeth Consumer Healthcare (*OTC bulletin*, 17 April 2009, page 1).

OIC

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Retail Associations

## Emson retires as CCA chairman

**Digby Emson** – who for the past 12 years has been chairman of the UK Company Chemists' Association (CCA) – will step down from the role as soon as his replacement is appointed in the spring.

A former superintendent pharmacist and director of professional services at Boots the

Chemists – where he spent 32 years – Emson joined the CCA board as chairman in 1998, the same year he became a Boots director.

Noting Emson's period as CCA chairman included the organisation's transition into an independently-staffed trade association with its headquarters in London, CCA chief exec-

utive Rob Darracott praised Emson's ability to understand the challenges and needs of the association's members. These are nine of the UK's leading pharmacy multiples, representing nearly 50% of UK pharmacies.

"Since becoming chief executive three years ago, I can vouch for Digby's determination to see the CCA evolve and succeed in a rapidly-changing pharmacy marketplace," Darracott commented.

## Manufacturers

## Lecat moves to Ethypharm

French drug delivery specialist Ethypharm has recruited **Hugues Lecat** as chairman and chief executive officer.

Lecat, who was previously chief executive officer of the French OTC company Cooper, takes over from **Olivier Thiberge**.

Before moving to Cooper, Lecat worked for a number of healthcare companies including Medtronic, Rhone-Poulenc Rorer, Aventis and Sanofi-Aventis. He graduated from the École Supérieure de Commerce in Rouen and has an MBA from INSEAD.

Ethypharm reported turnover of €147 million in 2008. The company employs around 850 people worldwide.

OTC

### IN BRIEF

■ **NUTRA PHARMA** – the company behind the Cobroxin OTC pain reliever – has hired **David Isserman** as chief marketing officer. The US-based company said Isserman would take responsibility for corporate communications and investor relations, as well as working directly with its licensees to coordinate ongoing marketing and outreach initiatives. Isserman has been a consultant to the company for several years. Nutra Pharma said sales of Cobroxin, which was launched in the US in October, reached US\$0.58 million (€0.43 million) in the fourth quarter of 2009. The company noted this had been achieved despite “initial limited retail availability”.

OTC

## Industry Associations

## Seifert plans to step down from Australian OTC body

**Juliet Seifert** will retire in August from her position as executive director of the Australian Self-Medication Industry (ASMI), the OTC industry association she has led in one form or another for the past 21 years.

She will be replaced by her deputy **Deon Schoombie**, who has been the association’s scientific director since mid-2004. A general medical practitioner, he will take up the post of executive director when Seifert formally steps down in six months.

The ASMI said Seifert had decided to stand down for personal reasons, and would spend a period of time away from the industry with her immediate family. She joined the Proprietary Association of Australia – the forerunner of ASMI – in 1989.

“Juliet’s leadership qualities and her vision for the industry have transformed the way that we do business and have helped establish the OTC medicines industry as a key player in the healthcare sector,” commented ASMI president Ralf Dahmen.

Thanking her members, industry colleagues and staff for their dedication and support, Seifert replied that the ASMI had established a “strong industry voice” with links to a wide range of professional and consumer organisations as well as key government policymaking committees. At the same time, it had significantly expanded its range and breadth of services to members, she added.

Noting that there was “significant scope” for encouraging greater consumer self-care in Aus-



Juliet Seifert



Deon Schoombie

tralia, particularly of minor ailments and chronic conditions, and in preventive health, Schoombie commented that better access to safe, effective and affordable OTC medicines entailed “the appropriate down-scheduling of prescription medicines to non-prescription status”. This would allow consumers to utilise better the pharmacist as the first port of call for some minor ailments, he said.

OTC

## Manufacturers

## SSL International gives Adamson global position



Ian Adamson

SSL International has promoted **Ian Adamson** to group commercial director with responsibility for the UK-based company’s worldwide commercial operations. He takes up the new position on 1 April 2010.

Currently SSL’s managing director for Europe and the Americas with responsibility for group marketing, Adamson was made managing director of the company’s European operations and given a seat on the board in 2004 (*OTC bulletin*, 30 April 2004, page 23).

Since taking a job with SSL’s forerunner

Seton Healthcare in 1991, Adamson has held a number of senior sales, marketing and general management positions within the group.

Meanwhile, SSL has announced that as part of its integration of the eastern European condom distributor Beleggingsmaatschappij Lemore BV (BLBV), **Konstantin Kirsenko**, general director of BLBV, has been made SSL’s general director for Russia and the Commonwealth of Independent States (CIS). Kirsenko reports to Adamson.

OTC

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