

McNeil introduces rapid-release line across gel portfolio

McNeil Consumer Healthcare recently introduced a rapid-release lineup across its gel portfolio, including Tylenol Extra Strength, Tylenol PM, Tylenol Sinus, Tylenol Cold and Tylenol Allergy.

McNeil is touting the Tylenol Rapid Release Gels as extra-strength relief in a fast-releasing form—proven to deliver faster pain relief through laser-drilled holes in the center of the gelcaps—with a combined advertising budget of more than \$96 million.

Part of the promotion includes a NASCAR tie-in with an online storyline at stopteamtylenol.com that entices consumers to complete nine “missions” to uncover “what makes Team Tylenol so fast” with a chance to win a trip to Daytona.

This marks the second analgesic marketer this year to employ the Internet in a robust, comprehensive product-branding campaign. Earlier this year, Bayer promoted its Aleve analgesic targeting a younger demographic through its online “Aleviator” campaign.

ALCiS launches topical analgesic

ALCiS Health hopes to bridge its product from the direct-to-consumer arena into retail with the launch of ALCiS, a topical analgesic containing trolamine salicylate.

The product, called ALCiS, is designed for temporary relief of minor muscular and joint aches and pains associated with overexertion, strains, sprains, muscle tension and for temporary relief of minor to mild arthritis pain through an odor-free cream that does not convey a sensation of either hot or cold typical of other external analgesic creams.

Retailing for a suggested \$19 for a 2-ounce container, the company is one of the sponsors of the Arthritis Foundation Walk in San Francisco.

Ganaden showcases Sustenex probiotic



Ganaden Biotech's Sustenex

Ganaden Biotech showcased its new Sustenex “next-generation” probiotic at the ECRM show, which the company advertises as “more effective than yogurt in delivering live cells.”

For a suggested retail price of \$16.99, the probiotic contains the patented Ganaden-BC30, a probiotic that survives stomach acidity and does not require refrigeration.

“The probiotic bacteria Ganaden-BC30 was included in Sustenex because of its superior ability to survive harsh stomach acid, colonize the intestines and perform many useful functions in the digestive system,” stated Andrew Lefkowitz, president of Ganaden Biotech.

Sustenex currently is available at Walgreens, Meijer and Discount Drug Mart and online at drugstore.com, amazon.com, rofoy.com and doctorvicks.com.

Boehringer Ingelheim extends Zantac 150 with mint flavoring

Boehringer Ingelheim recently extended its Zantac 150 franchise with a cool mint flavor offering, associating for the first time a taste sensation with the use of an H2-blocker. BI acquired the Zantac franchise out of the merger between Johnson & Johnson and Pfizer earlier this year.

It marks the first, but not the only, product introduction across the Zantac banner for Boehringer, who discussed with retailers plans for new product introductions across both Zantac and Dulcolax for next year at ECRM.



Zantac 150 Cool Mint Tablets

DRJ debuts cream version of Stopain

The DRJ Group recently launched a cream version of its Stopain external analgesic line, with a suggested retail price of \$9.99, that started shipping in July.

The new formula contains the patented Invisicare, a solution that serves as an extended-release formulation that's available for the first time in a topical analgesic. The new cream also contains a moisturizing formula and is available in a stand-up tube with flip-top cap for easy-to-squeeze application.

Along with the introduction of Stoppain cream, DRJ is instituting a new package design that reduces the linear shelf space requirement for its three Stopain SKUs by 36 percent.

Schering-Plough switches Rx MiraLAX to OTC

Schering-Plough switched its prescription-strength MiraLAX to an over-the-counter treatment for occasional constipation earlier this year, marking the first laxative switch to hit store shelves in 30 years.

MiraLAX works with the body to increase the frequency of bowel movements without causing the side effects of cramps and gas. Constipation is a common gastrointestinal complaint, affecting more than 65 million Americans. On average, more than twice as many women as men suffer from constipation.

MiraLAX, which is marketed by Schering-Plough through an exclusive licensing agreement with Braintree Laboratories, was the most-prescribed laxative formula.

Corganics transitions from sports to mass

Corganics is looking to make the transition from selling its analgesic primarily through sports medicine facilities and into mass with its Relief topical analgesic cream.

Relief is positioned against a number of pain-relieving needs, including diabetic neuropathy, gout, fibromyalgia, plantar fasciitis and arthritis through a proprietary blend of essential oils, MSM and L-arginine supporting the active ingredient menthol.

The product, featuring a very cosmetic look and feel, retails for a suggested \$9.99 for a 4-ounce tube.



Corganics' Relief

Biocodex introduces new FlorastorKIDS brand probiotic

Biocodex introduced a new for-kids SKU through its FlorastorKIDS brand with a fruit-flavored powder.

According to the company, FlorastorKIDS is the only probiotic designed specifically for children because, as a yeast-based probiotic, it can be taken alongside antibiotics. Other features include a longer shelf-life because the spore of the yeast

takes longer to break down than typical bacteria-based probiotics. Florastore has a three-year shelf life.

Biocodex also is helping to educate pharmacists on the usefulness of probiotics for patients with diarrhea and other gastrointestinal conditions with the recent sponsorship of a two-hour continuing-education lesson on the use of probiotics.

Alaven to reintroduce Unifiber, Balneol SKUs

Alaven Pharmaceuticals, distributors of Unifiber and Balneol, announced that new packaging across both of its SKUs would be introduced this fall to help reintroduce Balneol, a doctor-recommended perianal cleansing cream that's been on the market for some 30 years, and to help differentiate the company's Unifiber from other fiber supplements.

Some of the points of differentiation for Unifiber include the absence of a minimum liquid intake with the fiber supplement—other brands recommend a minimum 8-ounce liquid intake with their supplements—which makes Unifiber a supplement consumers can take at their convenience.

Novartis showcases Excedrin makeover

A complete Excedrin makeover and the recent introduction of a Back & Body formulation to the Excedrin lineup were two key initiatives showcased at the ECRM Analgesics, Digestives & Allergy show by Novartis.

The Excedrin Back & Body, introduced in the spring, features a dual-ingredient formula (acetaminophen and buffered aspirin) that works as both a pain reliever and a pain blocker.

The new package graphics update the revived Excedrin franchise—Novartis had purchased the analgesic brand from Bristol-Myers Squibb not too long ago—with a color scheme that helps pop off the shelf.



Novartis' Excedrin PM and Excedrin Tension Headache



Boiron's Arnicare Gel

Boiron transitions product name to Arnicare Gel

Boiron is transitioning its Arnica gel with a name-change to Arnicare Gel that's a better fit for mass outlets backed by a \$1.2 million advertising campaign expected to generate more than 49 million impressions among athletes and baby boomers—two core demographics for the homeopathic topical analgesic brand.

The ad campaign includes full-page advertisements across 15 popular magazines, including *AARP the Magazine*, *Shape*, *Runner's World* and *Bicycling*, as well as online banner ads on Web sites like *espn.com*, *webMD.com* and *active.com*.

Boiron also will be launching its own Web site, www.arnicare.com, this fall. The entire ad campaign emphasizes the efficacy of the product, backed by clinical results, as opposed to emphasizing homeopathy—a poorly understood concept among mass consumers.

Inflame Away offers three delivery systems

Imagenetix's product Inflame Away with Celadrin has been introduced to the mass market in one of three delivery systems—tubes and jars as an external analgesic as well as an ingestible soft gel—to help alleviate pain associated with inflammation, including arthritis, tendonitis, bursitis and muscle and joint pain. The brand is being positioned as a faster and more effective alternative to glucosamine and chondroitin.

That claim is based on a recent clinical trial of its active ingredient, celadrin, that found after eight weeks of taking Inflame Away-Celadrin capsules, average walking ability of participants with knee discomfort increased 45 percent, and participants claimed a 35 percent decrease in discomfort.

"This study demonstrates that after two weeks of taking Celadrin orally, subjects showed significant enhancement of their



Imagenetix's Inflame Away with Celadrin

functional ability with progressive improvement continuing through the end of the eight-week study," stated Dr. Jay Udani, who conducted the study of 93 participants over a period of 60 days.

Heel highlights Traumeel homeopathic anti-inflammatory drugs

Heel Inc. highlighted its Traumeel homeopathic alternative to non-steroidal, anti-inflammatory drugs that's available in both tablet and ointment formats at the ECRM Analgesics, Digestives & Allergy show.

According to Heel, Traumeel is ready to make the transition from the specialty

channel into mass as one of the leading five homeopathic brands in the natural channel, the company reported.

The analgesic is positioned against sports enthusiasts for the relief of minor aches and pains associated with sports injuries, repetitive-use injuries, sprains, backaches, muscle aches, bruises and muscle inflammation.



NaturesBlue Freedom Allergy tablets

NaturesBlue Freedom franchise positioned as OTC alternative

NaturesBlue was on hand at the ECRM Analgesics, Digestives & Allergy show with a line of homeopathic allergy and cough/cold solutions called Freedom Allergy and Freedom Cold & Flu that will retail for a suggested price of \$7.99.

Freedom Allergy is a quick-dissolving, chewable tablet that helps prevent the onset of allergy symptoms like itchy and watery eyes, nasal congestion and allergy-induced headaches.

The Freedom franchise is being positioned as an alternative to OTC medicines containing pseudoephedrine, antihistamines and diphenhydramine.