

# DRUG STORE NEWS

## E-NEWS *First*

Post-Show Wrap-Up Edition

# ECRM

Cough/Cold

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## Throat strips bring relief from snoring

CNS, now owned by GlaxoSmithKline, will launch its new Breathe Right Snore Relief winter-green-flavored throat strips July 2, complementing a line of Snore Relief products that include a throat spray and throat rinse. It will be the first thin-strip delivery product positioned against the relief of snoring.

All three products can reduce the loudness and frequency of snoring, the company stated.

"Throat muscles relax when you lie down at night, making it harder for air to pass through," CNS noted. "Snore Relief throat strips lubricate throat tissues to minimize vibrations and control the snoring sound ... and Snore Relief throat strips are the perfect size to keep on a nightstand or in a drawer."

Breathe Right products help 85 percent of people who snore because they bring relief to the two main origins of snoring—the nose and throat. CNS also markets three Breathe Right brand nasal strips—strips that are placed across the bridge of the nose to help open nasal passages.



GlaxoSmithKline's Breathe Right throat strips

## Leiner plans new private label offerings



Leiner Health Products' plans to switch cetirizine, better known as Zyrtec, this December.

Leiner Health Products showcased at the ECRM Cough, Cold & Allergy EPPS its new Naproxen Cold & Sinus, therapeutically equivalent to Aleve Cold & Sinus Caplets. The private label manufacturer suggested that consumer loyalty is still strong for the Wyeth brand, even though the pseudoephedrine-containing product now is placed behind the pharmacy counter.

Citing Information Resources, Inc. data for the 52 weeks ending Jan. 7, Leiner maintains that PSE products still outsell over-the-counter replacement decongestant phenylephrine by 53 percent to 47 percent.

Leiner also plans to be fast on the heels of Johnson & Johnson, as the company plans to switch Zyrtec (cetirizine) this December. As a prescription antihistamine, Pfizer recorded \$1.6 billion in Zyrtec and Zyrtec-D sales in 2006.

In addition to cough and cold private label offerings, Leiner is also preparing a store brand version of Zantac 150, called Ranitidine 150, to be available upon the patent expiration of Boehringer Ingelheim's heartburn remedy.

## Lozenge has liquid center

Medtech Products, a Prestige Brands company, will begin shipping its new Chloraseptic Sore Throat Relief Plus Cough in July. Retailing for between \$3.49 and \$3.99, the cough lozenge includes a liquid center that coats the throat and is available in a sugar-free wild cherry flavor.

In the past season, Medtech successfully launched two product lines—Chloraseptic Defense Daily Health Strips and a line of Chloraseptic Sugar-Free Sore Throat Lozenges. Capitalizing on a growing trend toward prevention, the Chloraseptic health strips contain vitamin C and zinc in melt-in-the-mouth strips.

## Preventative COLD-fX approved

Health Canada in February approved new health claims for CV Technologies' COLD-fX preventative cough and cold product, allowing the company to state that COLD-fX "helps reduce the frequency, severity and duration of cold and flu symptoms by boosting the immune system."

"This is our strongest point of medical recognition to date and coming from the government authority whose responsibility it is to help Canadians maintain and improve their health, this approval should give great confidence to consumers," stated Jacqueline Shan, president, chief executive officer and chief scientific officer for CV Technologies.

## InterQuantum offers manufacturers strategic marketing services

Anthony Raissen, president of InterQuantum, was at the ECRM Cough, Cold and Allergy meeting to offer new manufacturers a portfolio of services that includes a comprehensive advertising strategy. "We develop, plan and execute strategic advertising and marketing campaigns,

for direct response and retail clients, utilizing the opportunities available from our existing vast network of relationships and experiences to maximize product exposure and consumer awareness," Raissen said.

"With such an intense demand for shelf space, you

have very little time for your product to sell through. If it doesn't ... you know what can happen," he said. InterQuantum boasts a large number of media partners, including ABC and ESPN, NBC, the Oxygen Network, Sirius Satellite Radio and Google.

## Kidz Med pacifier dispenses medicine

Attending its first ECRM show, Kidz Med introduced a pacifier medication dispenser and a non-contact thermometer. Retailing for a suggested \$6.99, the Kidz Med Medicine Dispenser holds up to 5 mL of liquid medicine in the pacifier reservoir. The dispenser includes a “plunger” so that parents can make sure the baby gets the full dose of medicine.

The company also unveiled a high-end thermometer, retailing for a suggested \$119.95, that uses infrared technology to take a temperature at the forehead, called the Kidz Med Thermofocus. FDA-approved, the thermometer is accurate to within 0.4° Fahrenheit. In addition to accurately taking a baby’s temperature, the Thermofocus can also be used to measure the temperature of bath water or baby food.

## Curious George appearing on Hyland’s children’s products

Borrowing a strategy from licensed dietary supplements, Hyland’s introduced a line of products featuring Universal’s Curious George license that should appeal to both young children and their parents, who grew up with the inquisitive little ape’s cartoons. “The key to success in this category is being able to advertise your product sufficiently [to reach the] consumer at the right time,” noted Hyland’s president Dale Nepsa. “You’re advertising to mothers with kids in the 2 to 12 age group.”

The license will be showcased on two of Hyland’s children’s offerings, including Sniffles ‘n Sneezes 4 Kids and Calms Forté 4 Kids. According to Marketing Evaluations, Curious George has 97 percent recognition among moms with kids aged 2 to 11 and 90 percent recognition among kids aged 6 to 8. A second series of the Curious George television series premieres this fall on PBS Kids.



Universal’s Curious George is showcased on Hyland’s Sniffles ‘n Sneezes 4 Kids.

## Procter & Gamble launch pseudoephedrine-containing Nyquil D

Recognizing that there are a group of consumers who still want pseudoephedrine, Procter & Gamble announced the launch of its Nyquil D, which contains PSE, at the ECRM Cough, Cold and Allergy meeting. According to the marketer, 76 percent of consumers are interested in purchasing a Vicks-branded PSE cold and flu syrup. Suggested retail price will fall between \$6.49 and \$6.99.

P&G also plans to introduce a cold preventative product this fall, called Vicks Early Defense, that combines both germ protection and early intervention ingredients. The line includes a nasal microgel spray to help fight a cold at the first sign of a cold, and a foaming hand sanitizer to help kill germs. The company plans to commit more than \$20 million in marketing support against the product launches this fall.

## Novartis’ Theraflu syrups heat up the competition

Novartis showcased its new Theraflu Warming Relief syrups, with both daytime and nighttime formulations, for use against multiple cold symptoms.

“Theraflu Warming Relief syrup provides ... powerful cold symptom relief in a soothing warming liquid, in keeping with the sensory heritage of the Theraflu hot liquid formula,” noted José Rodriguez, vice president of marketing for Novartis Consumer Health OTC.

Indicated for adults and children older than 12, the cherry-flavored syrups retail for a suggested \$5.99. The nighttime formulation contains acetaminophen,



Novartis’ Theraflu Warming Relief Syrup

diphenhydramine and phenylephrine.

The daytime formulation contains the cough suppressant dextromethorphan in place of diphenhydramine. Both formulations relieve cough, nasal congestion, sore throat, headache, body aches and fever.

Novartis has supported its Warming Relief syrups with an advertising campaign titled, “It’s Good to be Back.” The commercial shows a ghost-like apparition on his way home from work, and upon returning home, is restored to “life” after taking Warming Relief.

## Pez promotes Fisherman’s gluten-free lozenges

Pez Candy, the U.S. distributor of the Lofthouse brand of cough and cold lozenges Fisherman’s Friend, will begin promoting the fact that the lozenges are gluten-free toward the later part of this year. Awareness has been increasing around Celiac Disease, a condition that impacts the small intestine that can cause rapid weight loss, diarrhea and skin rashes. The condition can be alleviated by eliminating gluten, a fibrous protein found in wheat, barley and rye, from the person’s diet.

Fisherman’s Friend has always been gluten-free, noted Pez southeast regional sales manager Randy Duncan, although the company recognized a burgeoning consumer trend toward gluten-free products and decided to advertise against that demographic.

### Company seeks to reinvest, revitalize key brands

Green Pharmaceuticals is reinvesting in its SnoreStop brand after winning a diversion lawsuit earlier this year. The company plans to revitalize its NasoClear packaging, a natural alternative to nasal strips and conventional nasal decongestants, from an opaque paper box to a clear plastic box, the company reported, and is also exploring a new guerilla marketing blitz that will support its core SnoreStop brand that could begin as soon as April.

The marketing tour, which has yet to be finalized, is expected to hit the 48 contingent states over 18 months, stopping at prominent retailers along the way.

### Merix alters retail packaging

Merix Pharmaceutical has put together a marketing package, coupling its new Releev Healthy Lip Balm with its core Releev cold sore treatment.

Earlier this year, Merix altered its retail packaging in an effort to reduce shrink. The new BlisterGuard security package has been distributed nationally through Walgreens and Kmart stores, with broadened retail distribution planned for 2007, according to published reports.

### Fast-melting Ice Taps give sore throat relief

Solstice Medicine Co. introduced Ice Taps, a fast-melting granule that dissolves in the throat for sore throat relief. Ice Taps contains menthol to help relieve throat pain as well as herbs like echinacea as an immunity booster. The sore throat remedy is packaged with 12 single-dose packets and is available in mountain menthol, blueberry blast and coffee mint flavors.

The product marks Solstice Medicine's first foray into the U.S. market. The company currently has distribution across a wide breadth of products in Hong Kong, Taiwan, China, Japan, Singapore, Germany and France. The Ice Taps product has been marketed in Japan under the brand name Clara since 1964, and is the No. 1 medicine in its category.

"Ice Taps is not only a new product in the cough/cold category, but it represents Solstice Medicine Co. being introduced to U.S. consumers and retailers," stated



Solstice Medicine's Ice Taps

Douglas Momii, Solstice national sales manager. "With Ice Taps, Solstice ... will establish itself as a proficient vendor."

### Flu remedy Oscillo storms airwaves in advertising campaign

Boiron stormed the airwaves this past season to promote its effective but hard-to-pronounce flu remedy Oscilloccinum, or Oscillo for short. The brand kicked off a \$6.8 million advertising campaign that was featured on the talk shows Oprah and Dr. Phil and during the Golden Globes televised presentation. According to the com-

pany, 64 percent of women between the ages of 35 and 54 saw the Oscillo ad an average of 4.8 times.

For next season, the company will introduce new packaging designed to increase visibility on U.S. shelves and will introduce a new 12-dose SKU that will retail for a suggested \$18.99.



Blaine Pharmaceutical's ReliaDose infant medicine delivery system

### ReliaDose ensures medication dosing

Blaine Pharmaceutical launched a new infant medicine delivery system in ReliaDose at the ECRM Cough, Cold and Allergy show. Retailing for between \$8.99 and \$11.99, the pediatric medicine delivery system is good for both prescription medicines, such as antibiotics, as well as over-the-counter cold and analgesic liquid formulations and is recommended for newborns up to 18-month-old infants.

Invented by a mom, ReliaDose comes in three pieces—a dual-chamber nipple that can separately deliver the child's favorite formula or juice and the medicine; a bottle for that favorite drink with a separate chamber for the medicine; and a tabulated dosing syringe that delivers exactly the right dose of medicine.

"ReliaDose is specifically designed to work with a child's natural desire to feed from a bottle while ensuring complete and gentle dosing of medication," the company stated. The product begins shipping in April.

### Bonne Bell lip balms target active women

Targeting active lifestyle women between the ages of 18 and 34, the Bonne Bell Co. launched a line of Dasani-licensed lip balms available in three flavors—water, lemon and strawberry. Singles will sell for a suggested \$2.25 while a three-pack is expected to retail for about \$3.99. The lip balm formula moisturizes lips with avocado oil and shea butter. The balms are also enriched with sandalwood extract and jojoba esters to help nourish and revitalize the lips.

The Dasani lip balms, licensed from Coca-Cola, are expected to launch in April.

### Adams gears up for new product launches

Fresh off a strong season across its Children's Mucinex and Delsym brands, despite weak illness trends for the season, Adams Respiratory Therapeutics is gearing up to launch a slew of new products for the 2007/2008 cough and cold season. Included among the new products is a new grape-flavored Delsym, maximum-strength formulations of Mucinex, Mucinex DM and Mucinex D and two new nasal sprays—Mucinex Full Force and Mucinex Moisture Smart. Adams will also introduce a new liquid Children's Mucinex Cough medicine and a liquid Mucinex Cold formulated with phenylephrine.

"Adams now has a leading position in the OTC [cough/cold] category, and



Adams Respiratory will launch its new Mucinex Full Force and Mucinex Moisture Smart nasal sprays for the 2007/2008 cough and cold season.

with our adult Mucinex franchise, we are now vying for market leadership," stated Michael Valentino, Adams president, regarding the company's recent performance.

For example, Children's Mucinex achieved an 8.4 per-

cent share of the branded pediatric segment within the cough and cold category for the four weeks ended Dec. 31 following its August 2006 launch, Adams reported, citing Information Resources, Inc. data.

### Blue Spring's AllergEeze nasal powder relieves congestion

Blue Spring International this fall will launch AllergEeze, a homeopathic nasal powder. AllergEeze has been formulated to relieve allergies, hay fever, sneezing, runny nose, sinus congestion and cold. The powder is made of a unique natural plant cellulose base and the

homeopathic ingredient kali bichromicum. Each 18-ounce bottle retails for approximately \$14.99, delivering 100 applications.

The formulation works by placing a barrier between air-borne allergens and the mucous membrane of the nasal cavity.

### Underarm thermometer easy to use

Homedics plans on targeting the parents of pre-teens with its Homedics ComfortWrap Underarm Thermometer. Retailing for a suggested \$12.99, the thermometer is designed to increase usability for those children who fight having their temperature taken with either oral or anal thermometers. Software incorporated into the thermometer accounts for the temperature difference between under the arm (near the armpit) versus under the tongue.

The ergonomically designed thermometer has a fever alarm and delivers a reading within 60 seconds.

### Zicam features flavor-masking technology

Matrixx Initiative introduced its new Zicam Multi-Symptom Cold & Flu Relief line at the ECRM Cough, Cold and Allergy show, including both daytime and nighttime formulations that will be ready in time for the 2007/2008 cough and cold season.

Marketed under the banner "The Taste You Choose," the line of clear-liquid products feature a flavor-masking technology that can be added to any hot or cold beverage without affecting its flavor. The daytime formula relieves chest congestion, pain, fever, cough and nasal congestion.

"The Zicam brand remains strong, as shown by increased retail consumption," commented Matrixx president and chief executive officer Carl Johnson on the company's recent performance this past season. "In order to expand our growth to all of our product groups, we began running new commercials in January. We expect the new advertising will increase awareness and trial use of our cough and multi-symptom relief items."



Matrixx Initiative's Zicam Multi-symptom Cold & Flu Relief