

FIVE REASONS YOU MIGHT NEED A NEW OTC DOSE FORM

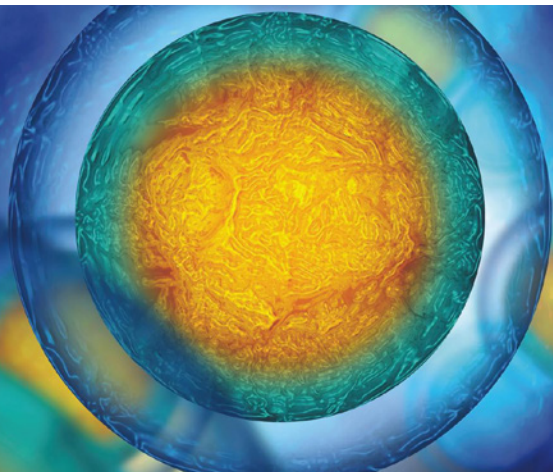
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There are more than 300,000 OTC drug products marketed in 80 classes of medications, ranging from acne medicines to weight loss products, in the US alone.¹

NIH reports that 93% of adults in the U.S. treat minor ailments with an OTC drug before seeking professional medical help, while 85% of U.S. parents prefer to treat their children's ailments with an OTC drug before seeking professional care. As the market becomes increasingly competitive, winning in OTC drugs is a battle of the fittest.

Here are five scenarios in which considering softgel as a dose format could be a smart idea.

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Boost bioavailability

If your OTC drug would benefit from faster onset of action or more efficient API delivery, moving to a softgel format could offer significant benefits. Softgels can make your API more bioavailable and ready for uptake and diffusion in the body. In certain cases, moving from tablets to softgels can significantly increase bioavailability. This level of improvement can allow you to more easily address unmet medical needs.

Take on counterfeiters

According to recent research, the global counterfeit drug market has passed \$5 billion and will rise to \$17.5 billion by 2027.² Yet many drug marketers don't realize that softgel production requires more-sophisticated, less-accessible machinery than does production of tablets or hard gel capsules, so softgels are considerably more difficult to counterfeit.

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Win against new competition

The OTC market in the United States alone is predicted to top \$30 billion by 2025,³ a CAGR of more than 6%. Even as you consider new marketing campaigns or price cuts, exploring softgels is a sound competitive approach to retain and even increase market share based on their potential ability to act faster, offer extended release times, and be easier to swallow.

Improve consumer experience

If your OTC drug is currently in tablet or hard-shell capsule format, extending your franchise to include softgels could make it a more convenient or enjoyable experience for your customers. Among many other features, softgels allow you to add or mask flavors, add colors and tones, miniaturize the dose, or even make it chewable.

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Appeal to niche populations

Softgels are much more than a monolithic dose format. They can be coated for enteric delivery to prevent acid reflux, be optimized for faster disintegration, have dyes and sugars removed, or be integrated with controlled release properties to prevent abuse and maintain therapeutic drug level with fewer doses per day. This is just a short list of the many ways softgels can help you build consumer preference among niche populations.

If you decide that you would benefit from a softgel format, make sure to choose a partner that can:

- Collaborate with you to find the innovations that optimize your molecule/product's competitiveness
- Brainstorm solutions, and guide you through any part of the formulation, regulatory, or production process

Thermo Fisher can deliver a solution that enables you to move faster and break through the OTC noise.

To find out more about our dose form expertise, [contact us](#).

¹FDA, "Drug Applications for Over-the-Counter (OTC) Drugs," 3.31.20: <https://www.fda.gov/drugs/types-applications/drug-applications-over-counter-otc-drugs>.

²"Anti-Counterfeit Packaging Market Size and Forecast," Verified Market Research, September 2020. <https://www.verifiedmarketresearch.com/product/anti-counterfeit-packaging-market/>.

³Market Data Forecast, "United States OTC Drugs Market Research Report - By Formulation Type, Product Type, Distribution - Analysis, Size, Share, Trends & Growth Forecast (2020 to 2025)," February 2020. <https://www.marketdataforecast.com/market-reports/united-states-over-the-counter-drugs-market>.