

Managing the lifecycle of your over-the-counter (OTC) drug brand means expanding shelf space, generating premium pricing, and continually innovating in order to win market share from competitors.

The key to introducing any new OTC dosage format always should be consumer insight. This insight includes:

- **Determining** what your brand is known for and why
- **Analyzing** market gaps for opportunity areas among target audiences
- **Tracking** generational preferences that may be reshaping consumer behavior

Consumer needs that can drive a reformulation decision include the need for higher compliance, especially among specialty audiences like seniors and small children; the need to prevent drug abuse or misdosing; and the need to consistently manage a condition throughout the dose period.

## FIND YOUR DREAM DOSE FORM

MATCH-MAKING YOUR  
BRAND TO THE RIGHT  
INNOVATION

patheon

To spark your thinking about the right dosage form innovation, meet five high-quality, increasingly popular technologies that may hold the key to your brand's healthy growth and greater differentiation.

### The Chewable Softgel "Always ready for the road"

- Drives higher compliance among pediatric and geriatric markets based on its convenience, portability, and appealing flavor profiles
- For parents on the go, the chewable softgel doesn't require water or dispensing liquid from a bottle
- Enhances the performance of poorly soluble compounds



### WHAT QUALITIES WOULD BENEFIT YOUR OTC BRAND?

A new dose form could  
make your medicine:

- ✓ Act Faster
- ✓ Last Longer
- ✓ Dose Stronger
- ✓ Be Smaller
- ✓ Look Better



### The Controlled Release "I like to take my time."

- Ideal for drugs requiring release over an extended period or that would benefit from fewer doses over specific schedules
- An excellent abuse-deterrent form for vulnerable patient populations
- Dose strength can be finely tuned with controlled release capabilities integrated into fill



## The Enteric

**“You’re sensitive, and I respect that.”**

- Perfect for populations with dysphagia, especially geriatric patients
- Reduces risk of reflux and gastric irritation
- Protects acid-labile compounds that can be degraded in the stomach environment



## The Twist-Off

**“I go anywhere: clinical trials, Rx or OTC.”**

- Consistent dosing for reliable results in clinical trials
- Hermetic seal helps preserve precious API
- Portable convenience improves patient compliance

## The Miniature Tablet

**“Don’t be deceived by my size.”**

- Smaller profile but identical concentration makes mini capsules highly attractive
- Especially appealing to audiences with risk of low compliance
- Can add new life to mature OTC franchises



**Whether you’re looking to optimize the right amount of API or improve the consumer experience, consider novel dose forms to help you:**

- ✓ Increase patient compliance
- ✓ Deliver a more positive patient experience and increase brand loyalty
- ✓ Protect or extend your brand franchise in an increasingly commoditized market



## The Fast-Dissolve

**“I’ll never overstay my welcome.”**

- Highly efficient delivery + fast onset
- Ideal for higher-dose requirements
- Requires very little water for dose

Contact [Thermo Fisher Scientific](https://www.thermofisher.com) to find out more about our broad portfolio of innovative dose forms.