

Capsugel®

LONZA

# Capsugel® capsule solutions and dosage form technologies for over-the-counter (OTC) medicines

Made better. By science.™



## WHY CONSIDER OTC?

Over-the-counter, or non-prescription, medicines provide value and affordability to consumers and the healthcare system. Their affordability and accessibility make them essential to consumers seeking a fast-acting remedy without need of a prescription.

92%

OF PHYSICIANS BELIEVE OTC MEDICINES ARE EFFECTIVE<sup>1</sup>



3 OUT OF 4 PRIMARY CARE PHYSICIANS WILL RECOMMEND AN OTC MEDICINE BEFORE AN RX<sup>2</sup>



1 OUT OF 2 MEDICINES SOLD IN EUROPE IS A NON-PRESCRIPTION MEDICINE<sup>3</sup>

93%

OF U.S. ADULTS PREFER TO TREAT THEIR MINOR AILMENTS WITH OTC MEDICINES BEFORE SEEKING PROFESSIONAL CARE<sup>4</sup>



“ The evidence is clear that OTC medicines help ease the tremendous burden on the healthcare system by empowering consumer self-care, thereby allowing over-stretched healthcare practitioners to focus on the diagnosis and treatment of patients with more serious diseases and medical conditions. ”

*Scott Melville, President of CHPHA*

## WHY CONSIDER CAPSUGEL<sup>®</sup> PRODUCTS FOR OTC?

  
\$4B

Capsules share of oral OTC market in Europe, North America, Japan & China<sup>4</sup>

Lonza's innovative Capsugel<sup>®</sup> portfolio of empty hard capsules provides solutions to improve your OTC product performance. By leveraging our various dosage form technology platforms, you can create a new look that will also enhance your product's overall appeal to consumers.

**Lonza's experts go beyond the capsule<sup>™</sup> to provide:**



Formulation & technical expertise



Accelerated development solutions



An integrated service offering



Design flexibility

<sup>1</sup> <https://www.chpa.org/MarketStats.aspx>

<sup>2</sup> For ailments such as allergies, pain, cough and cold, and acid reflux/upset stomach. *Understanding Trust in Over-The Counter Medicines: Consumer and Healthcare provider Perspectives*, Nielsen and IMS, March 2013

<sup>3</sup> <http://www.aesgp.eu/facts-figures/market-data/>

<sup>4</sup> <https://www.iqvia.com/-/media/iqvia/pdfs/institute-reports/global-medicines-use-in-2020>

## WHAT MEN AND WOMEN WANT<sup>5</sup>



Licaps® Beadlet



DUOCAP®

There is limited difference in the key drivers for selecting a dosage form in regards to gender, age and region. However, there are some dosage forms for which consumer segments are willing to pay more.

Both men and women are more likely to pay more for complex dosage forms, in particular, Licaps® with beadlets, DUOCAP® capsules, and liquid-filled capsules.

While price sensitivity should be considered with consumers aged 50-65, this age range is willing to pay more for these unique dosage forms than for other formats.



### DID YOU KNOW?



In general, men are willing to pay more across all oral solid dosage forms. This includes all varieties of capsules, including gel-coated caplets such as Press-Fit®.



Men are more likely to investigate what is in their dosage forms. Brands can leverage this opportunity to focus on clean label attributes in an oral solid dosage form.

## MILLENNIALS KNOW WHAT THEY WANT<sup>5</sup>



MILLENNIALS (CURRENTLY AGED 23-38) PREFER CAPSULES TO TABLETS



MILLENNIALS ARE WILLING TO PAY MORE FOR DOSAGE FORMS THAN OTHER AGE DEMOGRAPHICS



YOUNGER CONSUMERS ARE MORE LIKELY TO INVESTIGATE WHAT IS IN THEIR DOSAGE FORMS THAN OLDER CONSUMERS



<sup>5</sup> Source for all data on page: Oral Solid Dosage Forms Usage and Preference Study 2020 (Swell)

# CAPSUGEL® SOLUTIONS AND DOSAGE FORM TECHNOLOGIES FOR OTC PRODUCTS



## Coni-Snap® Hard Gelatin

This widely used capsule is designed and engineered to perform. Available in 12 sizes and a wide range of colors, Coni-Snap® hard gelatin capsules provide endless branding options.



## Vcaps® Plus

An immediate-release HPMC capsule, without gelling agents. Vcaps® Plus TiO2 free options are available to meet evolving consumer demand by using an alternative opacifier.



## DRcaps®

Change the competitive landscape using DRcaps® to help protect your ingredients from stomach acid. Masks taste and odor and minimizes risk for reflux in a consumer-preferred dosage form.



## Coni-Snap® Sigma Series

Hard capsules that meet the tightest requirements for visual and print quality through the combination of process control and on-line inspection technology.



## Vcaps®

- Clean label HPMC encapsulation option
- Ideal for moisture-sensitive products and enzymes



## Plantcaps®

- Robust performance for a wide range of ingredients
- Excellent oxygen-barrier properties
- Vaginal drug delivery option



## Licaps®

Proprietary filling and sealing fusion technology aids faster absorption.



## Coni-Snap® Sprinkle

- Convenient oral dosing option for consumers with difficulty swallowing
- Easy-to-open
- Ideal for multi-particulate formulations



## Licaps® Beadlet

- Fast-acting and long-lasting delivery system
- Facilitates co-release or targeted release of ingredients
- Combine incompatible ingredients in one dosage



## Press-Fit®/ XPress-Fit®

- Consumers prefer 2:1 over tablets
- Fast-track solution for product line extension
- Ideal dosage form for high dose or combination product
- Increase product and brand differentiation



## DUOCAP®

Unique cap-in-cap design allows options for delayed-release powder, liquid or semi-solid fill inner capsule combined with immediate-release liquid formulation.

### DISCOVER A CAPSULE SOLUTION TO ENHANCE:

- Faster release
- Targeted release
- Bioavailability
- Taste-masking

### ASK ABOUT OUR PRODUCT CERTIFICATIONS:

HALAL | KOSHER | VEGETARIAN SOCIETY | VEGAN | NON-GMO

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