OVEITHECOUNTER

BUY-IN • HOMEOPATHY

Natural goes mainstream



By MICHAEL JOHNSEN

While the term homeopathy may remain as foreign to the American consumer as allopathy, more and

more shoppers are placing those homeopathic products in their baskets.

According to a survey conducted by the market research firm Kline, the usage and perception of what Kline couches as "natural OTCs" - which includes digestive solutions like probiotics - revealed that more than 45% of consumers consider natural OTCs effective, and more than 40% believe that natural OTCs may be safer or have fewer side effects than traditional OTCs.

Kline expects that sales of OTC "natural" products will eclipse \$750 million by 2016.

One of the faster-growing categories, not only across homeopathy but in general, includes sleep, noted Les Hamilton, VP sales at Hyland's. The sleep category used to include only diphenhydramine formulations and the occasional melatonin, Hamilton said. But now that category is popping. "This whole section has grown from half a dozen SKUs to twenty-plus that really are meaningful within the cat-

Top five cough drop vendors

VENDOR	SALES*	% CHG
Kraft Foods	\$240.0	-2.2%
Ricola	100.5	6.4
Private label	89.0	-8.2
Matrixx Initiatives**	50.9	-10.5
Prestige Brands	48.3	1.1
TOTAL	\$607.1	0.2%

**Homeopathy vendor

Source: SymphonyIRI Group for the 52 weeks ended Oct. 7, across FDMx



Hyland's Nerve Tonic for Stress Relief and Calms Forte Sleep Aid

egory," he said. Hyland's fields the No. 10 overall sleep brand, Calms Forte.

Other categories experiencing growth by way of homeopathy include baby and kids cough-cold. Looking forward, external analgesics containing arnica may become another growth driver, Hamilton suggested.

FOR MORE OTC COVERAGE, DRUGSTORENEWS.COM/CATEGORYREVIEWS

REPORTERSNotebook

Supplier News — Valeant Consumer Pro ucts recently announced that its line of Ocean Saline Nasal Sprays have been the most recommended by pharmacists for 15 years running.

Ocean offers nonmedicated relief from dry and irritated nasal passages due to allergies, colds, flu, sinusitis and rhinitis. The nasal spray is gentle enough for infants and has three delivery options - standing the bottle upright delivers a spray; horizontally, a stream; and upside-down, a drop.

Product's Ocea The company's Ocean Com-Saline Nasal plete Sinus Rinse provides pre-Sprays mixed, easy to use 2-in-1 nasal saline therapy: special nozzle for nasal sinus irrigation and a salir mist applicator for nasal moisturizing. It also is steri and preservative-free.

Valeant Consum

The Food and Drug Administration's Nonprescrip tion Drugs Advisory Committee last month vote against Merck's application to switch its Oxytrol pate from prescription-only to over-the-counter, citing con cerns over use of therapy for an overactive bladder women without a doctor's intervention.

The committee voted five in favor and six oppose Proponents of the switch argued that women wir overactive bladders may go years before consulting physician and an OTC might encourage therapy. Th FDA is expected to issue a decision on the switch a plication in January 2013.

SELL-THROUGH • DIGESTIVES

Laxatives for women boost category

Boehringer Ingelheim recently expanded its popular laxative brand with Dulcolax Laxative Tablets for Women, specifically formulated with a "comfort-coating" to protect a woman's stomach.

According to a national survey sponsored by Boehringer, constipation ranks as one of the top women's health issues that women are least likely to discuss — as many as 37% of women won't talk about the issue with anyone - suggesting a targeted product could be a big seller. As a category, laxative tablets are up 3.4% to \$181.5 million for the 12 weeks ended Oct. 7 across food, drug and mass (excluding Walmart), according to Symphony-IRI Group data.



Dulcolax's Laxative Tablets for Women

WHAT'S HOT

Vitamins in disguise

NORTHRIDGE, Calif. — Pharmavite's recent launch of it Voots Veggie-Fruit Tarts may once and for all pu to rest the dinner-table drama of enticing a youn child to "eat their veggies." Voots is a chewable sup plement packed with a blend of 11 real fruits an vegetables. What's more, Mom can pack that veg gie-punch into her child's lunchbox with the Voo

single-serve packets. It's a differentiated product launch in a still-growing category. Sales of vitamins are up 8.3%, to \$9.1 billion, for the 52 weeks ended Sept. 29, according

to Nielsen.

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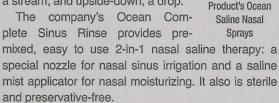
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