

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%

* In millions

**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.

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

REPORTERS Notebook

Supplier News — Valeant Consumer Products 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.

The company’s Ocean Complete Sinus Rinse provides pre-mixed, easy to use 2-in-1 nasal saline therapy: special nozzle for nasal sinus irrigation and a saline mist applicator for nasal moisturizing. It also is sterile and preservative-free.



Valeant Consumer Product's Ocean Saline Nasal Sprays

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

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

WHAT'S HOT

Vitamins in disguise

NORTHRIDGE, Calif. — Pharmavite’s recent launch of its Voots Veggie-Fruit Tarts may once and for all put to rest the dinner-table drama of enticing a young child to “eat their veggies.” Voots is a chewable supplement packed with a blend of 11 real fruits and vegetables. What’s more, Mom can pack that veggie-punch into her child’s lunchbox with the Voots 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.



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%

* In millions

**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.

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



REPORTERS Notebook

Supplier News — Valeant Consumer Products 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.

The company's Ocean Complete Sinus Rinse provides pre-mixed, easy to use 2-in-1 nasal saline therapy: a special nozzle for nasal sinus irrigation and a saline mist applicator for nasal moisturizing. It also is sterile and preservative-free.



Valeant Consumer Product's Ocean Saline Nasal Sprays

The Food and Drug Administration's Nonprescription Drugs Advisory Committee last month voted against Merck's application to switch its Oxytrol patch from prescription-only to over-the-counter, citing concerns over use of therapy for an overactive bladder in women without a doctor's intervention.

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

WHAT'S HOT

Vitamins in disguise

NORTHRIDGE, Calif. — Pharmavite's recent launch of its Voots Veggie-Fruit Tarts may once and for all put to rest the dinner-table drama of enticing a young child to “eat their veggies.” Voots is a chewable sup-

Pulling in gen

Fougera Pharm
That makes San

- Sandoz will leverage both in the US and
- Fougera expertise anti-infectives, and