



The best in  
business development  
and innovation

**2021** AWARDS

CONSUMER HEALTHCARE  
INDUSTRY AWARDS



# The Winners

Congratulations to the winners of the **OTCToolbox** 2021 Consumer Healthcare Industry (CHI) Awards recognising the best in business development and innovation around the world.

## Transaction of the Year

**WINNER** Bayer Consumer Health – Acquisition of Majority Stake in Care/of

- ★ This CHI Award honours the best transaction in 2020. Judges were looking for a transaction – an acquisition, merger, licensing agreement, joint venture or strategic alliance – with the power to transform the company’s consumer healthcare presence.

## Business Development Team of the Year

**WINNER** Stada

- ★ This CHI Award honours the best business development team in 2020. Judges were looking for a business development team that announced and/or completed one or more transactions with the power to transform the consumer healthcare presence of the team’s company.

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# The Winners *(continued)*

## Innovation of the Year

**WINNER** Orbital Media – ViriTuri Digital Assistant

★ This CHI Award honours the best consumer healthcare product innovation in 2020.

## Regulatory Achievement of the Year

**WINNER** HRA Pharma – ellaOne

★ This CHI Award honours an outstanding regulatory achievement in the consumer healthcare industry anywhere in the world during 2020.

## Self-Care Initiative of the Year

**WINNER** Bayer Consumer Health – Empower Muslims for a Healthy Ramadan

★ This CHI Award honours an outstanding initiative that encouraged/promoted self-care anywhere in the world during 2020

The CHI Awards are open to consumer healthcare/OTC companies from around the world. They cover a broad range of consumer healthcare/OTC products including: non-prescription medicines; vitamins, minerals and supplements (VMS); self-care medical devices; skin health products; and other consumer healthcare/OTC products.

Winners of the CHI Awards were decided by a panel of highly experienced executives in the consumer healthcare field. Many thanks to our panel of judges for giving us both their time and their expertise.



# The Judges



## Pierre-Antoine Bodin

Pierre-Antoine Bodin is Partner for Pharma & Healthcare at Roland Berger, with a special knowledge of OTC/consumer healthcare topics. Before joining Roland Berger in 2012, he spent eight years in various supply chain and marketing positions in pharmaceutical companies such as Pfizer and Johnson & Johnson.

**Awards judged** – *Transaction of the Year, Business Development Team of the Year*



## Peter Burrows

Peter Burrows has over 35 years of experience in the OTC Healthcare industry. Most recently, he was Vice President for M&A Integration and International Business Development with the Ceuta Group. Before joining Ceuta in 2005, he spent almost a decade with Roche Consumer Health in a number of senior commercial roles at global level. Prior to his time at Roche, Peter worked in senior commercial roles for blue-chip organisations such as Alliance Boots, Scholl and Whitehall Laboratories.

**Awards judged** – *Transaction of the Year, Business Development Team of the Year*



## Keith Garrity

Keith Garrity is Director of International Business Development at Ceuta International. Keith has more than 25 years of experience in the healthcare industry, with exposure to all trading channels from independent pharmacy to mass market retailers across many international platforms working with the Ceuta Global Alliance.

**Awards judged** – *Innovation of the Year*



## James Hall

James Hall is Managing Director of Jenson R+ and a Regulatory Specialist at OTCexperts. He has in excess of 25 years of regulatory experience in the OTC industry. His background covers a wide spectrum of areas including regulatory strategy and implementation, reclassifications, borderline products, promotional copy approval, medical devices and pharmacovigilance.

**Awards judged** – *Innovation of the Year*



## Mathias Käsebier

Mathias Käsebier is Senior Director of Bannert Manlik Consultants. Mathias is a former Director of the Americas for Boehringer Ingelheim Consumer Health Care and a former Chief Executive Officer and President of Heel USA.

**Awards judged** – *Transaction of the Year, Business Development Team of the Year*



## Coulton Legge

Coulton Legge is Director of L4i which helps companies develop their internal innovation strategies and their external business development. Coulton worked for GlaxoSmithKline Pharmaceuticals before moving into the consumer healthcare industry at Reckitt Benckiser (RB), where he was responsible for innovative products in many global categories. He then moved to Bayer in Switzerland to build and establish its Global Consumer Health Open Innovation activities.

**Awards judged** – *Innovation of the Year*



## Bob Moran

Bob Moran is President of Plexus Ventures. Plexus has managed OTC mature product divestment projects for consumer healthcare companies around the globe including GlaxoSmithKline, Johnson & Johnson, Novartis and Reckitt Benckiser. Plexus also helps clients to build their product portfolios through acquisitions and in-licensing.

**Awards judged** – *Transaction of the Year, Business Development Team of the Year*



## David Mousley

David Mousley is an expert with VBM Associates and Managing Director of David M Projects. He is a product development and innovation specialist with a long track record and international experience in the consumer healthcare industry. He has worked for Boots Healthcare International (BHI), Germany's Merck Consumer Health, Omega Pharma and Reckitt Benckiser (RB).

**Awards judged** – *Innovation of the Year*

# The Judges *(continued)*



## **Ros Munday**

Ros Munday is a specialist OTC Consultant with experience gained over more than 20 years in the industry, including more than a decade at Sanofi. Ros operates across all disciplines from manufacturing through to consumer sales and marketing.

**Awards judged** – *Transaction of the Year, Business Development Team of the Year, Innovation of the Year*



## **Matthew Oster**

Matthew Oster is Industry Manager for Consumer Health at Euromonitor International. He oversees research and analysis for the consumer health industry, leading a team of experts in 100 markets worldwide. He provides insight on consumer trends, key markets, the competitive landscape and growth opportunities in the global consumer health space to help organisations make strategic business decisions.

**Awards judged** – *Innovation of the Year*



## **Jeremy Puttock**

Jeremy Puttock is president of Healthy Brands. During his 30 years in the consumer healthcare industry, Jeremy's positions have included Vice President Global Consumer Healthcare Franchises at Johnson & Johnson and Senior Vice President Global Non-Prescription Medicines at Teva Pharmaceuticals.

**Awards judged** – *Transaction of the Year, Business Development Team of the Year, Innovation of the Year*



## **Fuad Sawaya**

Fuad Sawaya is Founder & Managing Partner of Sawaya Partners, a leading consumer healthcare strategic advisory firm. He has spent more than three decades guiding respected consumer companies in the US and Europe with strategic advice, portfolio maximisation and value-creating solutions. Prior to founding Sawaya Partners in 2001, Fuad had leadership roles at JP Morgan and PaineWebber advising consumer companies.

**Awards judged** – *Transaction of the Year, Business Development Team of the Year*



## **Amit Shukla**

Amit Shukla is Global Head of Consulting Services and Thought Leadership at IQVIA Consumer Health. Amit has extensive experience of the consumer health and CPG industry worldwide. Before joining IQVIA in 2019, he spent nine years at GlaxoSmithKline in several senior roles including General Manager Middle East and EVP for Emerging Markets out of India/China. He has also worked for Novartis Consumer Health and Procter & Gamble in senior roles based in Russia, Singapore and the US.

**Awards judged** – *Transaction of the Year, Business Development Team of the Year, Innovation of the Year*



## **Ralf Sibbing**

Ralf Sibbing is managing partner of TentaConsult Pharma & Med. He has multidisciplinary experience in the consumer healthcare/OTC field covering regulatory affairs, scientific and medical affairs, quality management and pharmaceutical consulting. He spent 24 years at Diapharm, including more than a decade as general manager or managing partner.

**Awards judged** – *Innovation of the Year*



## **Andy Tisman**

Andy Tisman is a Consumer Health Consultant and Management Coach. Up until recently, he was Senior Director & Global Lead Consumer Health Strategy & Thought Leadership at IQVIA Consumer Health. Prior to IQVIA, Andy had a strong industry and consulting background with SmithKline Beecham (now GlaxoSmithKline) and The MSI Consultancy (now Cello Health).

**Awards judged** – *Transaction of the Year, Business Development Team of the Year, Innovation of the Year*



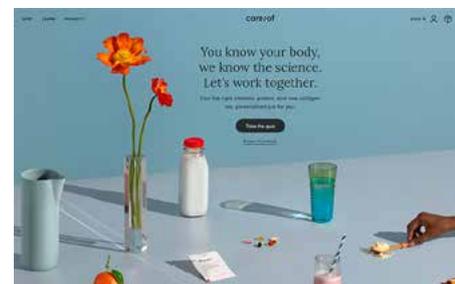
## **Deborah Wilkes**

Deborah Wilkes is Founder and Editor & Publisher of the **OTC Toolbox** website. Deborah has nearly 30 years of experience in analysing developments in the consumer healthcare/OTC market worldwide. She co-founded the *OTC bulletin* and *Generics bulletin* newsletters, as well as creating *OTC bulletin's* OTC Marketing Awards.

**Awards judged** – *Transaction of the Year, Business Development Team of the Year, Innovation of the Year*

# Transaction of the Year

Bayer Consumer Health’s acquisition of a majority stake in Care/of wins the OTCToolbox Consumer Healthcare Industry (CHI) Award for Transaction of the Year. Judges said the deal was a “bold move” that boosted the company’s digital capabilities.



Care/of offers a personalised vitamins, minerals and supplements service

Bayer announced in November 2020 that it had completed the acquisition of a majority stake in personalised vitamins, minerals and supplements (VMS) company Care/of.

Patrick Lockwood-Taylor – President of Bayer Consumer Health North America and Bayer US – said the deal bolstered Bayer’s digital capabilities in the key market of personalised supplements.

Care/of complements Bayer Consumer Health’s existing portfolio of VMS brands including Berocca, Elevit, One A Day, Redoxon and Supradyn.

Under the terms of the agreement, Bayer paid USD135 million for the majority stake and agreed success-based milestone payments totalling USD10 million. It has the option to buy the remaining shares in Care/of.

Care/of will join Bayer Consumer Health’s North American portfolio, with Lockwood-Taylor serving as chair of the new board of directors. Care/of’s chief executive officer and co-founder Craig Elbert will remain chief executive officer.

US-based Care/of was founded in 2016 by Elbert and Akash Shah. The company offers a subscription service that supplies customers in North America with personalised VMS packs based on their answers to an online questionnaire.

Responding to the news that Bayer Consumer Health had won the CHI Award, Lockwood-Taylor told OTCToolbox “we’re very excited about our partnership with Care/of”.

“Personalised nutrition is a fast-growing space in the Nutritionals category, up to 5x faster than ‘traditional’ channels,” he said. “This partnership is an important milestone for both Bayer and Care/of in achieving our strategic business objectives.”

“We believe this model and product type has the ability to expand into traditional retail channels as we aim to reach new consumers,” added Lockwood-Taylor. “Together we plan to grow the Care/of business across new channels, new categories and new markets to deliver even more personalised nutrition.”

## Comments from the judges

Five of the 10 judges for the OTCToolbox CHI Award for Transaction of the Year ranked the transaction first or second out of nine candidates.

Pierre-Antoine Bodin of Roland Berger commented that the deal was a “bold move” that took Bayer Consumer Health “out of its classic consumer healthcare approach”.

Noting that the deal allowed Bayer to enter an attractive segment, Bodin said it boosted Bayer’s digital capabilities, rejuvenated its consumer base, and bolstered its footprint outside the pharmacy/drugstore channels.

IQVIA Consumer Health’s Amit Shukla pointed out the transaction was in an area that was relevant for the post-pandemic future. He noted the business was about understanding consumer behavior and delivering solutions that are personalised for individual preferences.



“We plan to grow the Care/of business across new channels, new categories and new markets to deliver even more personalised nutrition,” says Patrick Lockwood-Taylor, President of Bayer Consumer Health North America and Bayer US

Ten judges evaluated nine candidates for this CHI Award

Rank	Transaction	Points (from a maximum of 50)
1	<b>Bayer acquires majority stake in Care/of</b>	<b>33</b>
2	Hypera Pharma acquires portfolio from Takeda	28
3	Alliance Pharma acquires Biogix including Amberen	24

# Business Development Team of the Year



Stada captures the OTCToolbox Consumer Healthcare Industry (CHI) Award for Business Development Team of the Year thanks to a series of significant deals. Judges said Stada had been “truly aggressive”.

Stada’s business development team accomplished a lot in 2020. The German generics and OTC company completed a number of big acquisitions involving European consumer healthcare assets that had been announced towards the end of 2019. Furthermore, it unveiled new acquisitions, partnerships and licensing deals around the world.

In March 2020, Stada completed the purchase of Czech firm Walmark from private-equity firm Mid Europa Partners for an undisclosed sum.

In the same month, Stada also completed the acquisition of a portfolio of OTC and prescription products from Japan’s Takeda in Russia and the Commonwealth of Independent States (CIS) in a deal worth USD660 million.

Stada also completed the acquisition of the pharmaceutical and consumer healthcare business of Ukrainian company Biopharma, including its Biosporin and Subalin probiotic products.

Furthermore, it announced that it was strengthening its consumer healthcare presence in Europe by acquiring 15 brands – including Venoruton, Coldrex and Cetebe – from GlaxoSmithKline (GSK).

In addition to completing these European deals, Stada unveiled a number of acquisitions, alliances and licensing deals around the world.

Commenting on the OTCToolbox CHI Award, Peter Goldschmidt, Stada’s chief executive officer, said the company was “delighted” to be Business Development Team of the Year. “This is a recognition of Stada’s ambition to become a consumer healthcare leader in Europe and increasingly in regions such as the Middle East, Asia-Pacific and the US,” he added. “Stada continues to seek further opportunities to augment the group’s inorganic expansion of consumer healthcare through further partnerships and acquisitions, particularly for local hero brands. On top of this we are driving the internationalisation of our own strong brands.”

## Comments from the judges

Seven of the 10 judges for the OTCToolbox CHI Award for Business Development Team of the Year ranked Stada first out of the nine candidates. A further two placed it second.

Bob Moran of Plexus Ventures said Stada had been “truly aggressive in growing the company’s portfolio and geographic reach”.

Fuad Sawaya of Sawaya Partners said Stada had an “impressive cadence of completed deals in multiple geographies” and was “one of the best oiled M&A machines in the industry”.

Mathias Käsebier of Bannert Manlik Consultants said Stada’s focus on local brand heroes allowed the company to acquire iconic brands from leading consumer healthcare companies as they streamlined portfolios.

Peter Burrows also highlighted that Stada was acquiring “trusted consumer brands”.

Andy Tisman said that Stada had completed several significant transactions in 2020 which had contributed to an ongoing transformation of the business. “The Walmark, Takeda and Biopharma acquisitions very significantly strengthen Stada’s position in Central and Eastern Europe,” he noted, “while several other transactions reinforce Stada’s position in Europe and Asia-Pacific.”



Peter Goldschmidt, Stada’s chief executive officer, said the CHI Award was “a recognition of Stada’s ambition to become a consumer healthcare leader in Europe and increasingly in regions such as the Middle East, Asia-Pacific and the US”

Ten judges evaluated nine candidates for this CHI Award

Rank	Business Development Team	Points (from a maximum of 50)
1	Stada	45
2	Nestlé	29
3	HRA Pharma	19

# Innovation of the Year

**Orbital Media’s VirtTuri digital assistant picks up the OTCToolbox Consumer Healthcare Industry (CHI) Award for Innovation of the Year. Judges described VirtTuri as a “real innovation” and a “step change”.**

Orbital Media describes VirtTuri – its artificial intelligence digital assistant for use on a brand’s website, app or social media – as “next generation”.

The company highlights VirtTuri’s ability to “answer questions around the clock” and the “integration of pharmacovigilance and adverse-event reporting”. It plans to develop VirtTuri with a patented visual avatar component in summer 2021.

VirtTuri is initially trained to address a range of frequently-asked questions involving the ailment, the product’s patient information leaflet and immediate actions for the patient, explains Orbital Media, adding that it uses machine learning to improve its accuracy with every use.

Orbital Media says VirtTuri is the result of four years of development work with the assistance of two of the UK’s leading academic data science departments – the University of Essex and Cardiff University.

Commenting on the CHI Award for Innovation of the Year, Orbital Media’s Chief Operating Officer Hayden Allen-Vercoe said VirtTuri had already been “adopted and rigorously tested by two leading consumer healthcare brands – Sudocrem and Infacol”. “The technology is now ready for extensive rollout to the consumer healthcare industry,” he added.



VirtTuri is now ready to be rolled out across the consumer healthcare industry, says Hayden Allen-Vercoe, chief operating officer of Orbital Media

## Comments from the judges

Six of the 11 judges for the OTCToolbox CHI Award for Innovation of the Year ranked VirtTuri first or second out of nine candidates.

Several were impressed by the pharmacovigilance element.

One judge highlighted that VirtTuri had built in pharmacovigilance parameters to streamline process and map outcomes. He said this might be the start of an artificial intelligence process to manage pharmacovigilance and adverse-event reporting.

This judge said innovation was a process which makes a step change and embodies a fundamental change. “VirtTuri does this in a technological way to help improve consumer outcomes,” he stated.

Another judge felt VirtTuri was a “real innovation for the OTC industry”. He pointed out that it allowed “permanent interaction with the respective patients on a high-quality level at the same time as integrating the pharmacovigilance needs”.

This judge concluded that VirtTuri was a “step forward for website usage in the OTC industry”.

IQVIA Consumer Health’s Amit Shukla observed that VirtTuri was “in tune with the pandemic times”. He noted that it used innovative science to drive better outcomes for consumer and patients.

Andy Tisman highlighted the benefits of VirtTuri in a “world where online virtual chat functions are becoming increasingly necessary due to restrictions on personal interaction and also becoming more widely accepted by consumers”.

Eleven judges evaluated nine candidates for this CHI Award

Rank	Innovation	Points (from a maximum of 55)
1	<b>Orbital Media’s VirtTuri Digital Assistant</b>	<b>37</b>
2	Nasus Pharma’s Taffix	29
3	Johnson & Johnson’s Nicorette QuickMist SmartTrack	22

# Regulatory Achievement of the Year



The OTCToolbox Consumer Healthcare Industry (CHI) Award for Regulatory Achievement of the Year goes to HRA Pharma's ellaOne emergency contraceptive pill for a "milestone achievement" in Italy.



During 2020, HRA Pharma's ellaOne brand became the first emergency contraceptive pill in Italy to be made available without a prescription to women under 18 years of age.

David Wright, HRA Pharma's chief executive officer, said at the time that the development was a "milestone achievement".

Commenting on HRA Pharma winning the CHI Award, Chief Scientific Officer Paul Carter said: "On behalf of HRA Pharma, I would like to say a huge thank you to OTCToolbox for selecting ellaOne to win its CHI Award, which recognises ellaOne becoming the first emergency contraceptive pill to be made available over the counter for under 18s in Italy."

"The lowering of this age limit was an incredible achievement for HRA Pharma and our Italy Hub," continued Carter. "It is an honour to know this landmark in women's health is being named as a Regulatory Achievement of the Year."

"At HRA Pharma, we believe it is crucial that young girls have access to emergency contraception should they need it, and we have a longstanding commitment to ensuring that belief becomes a reality across the globe," he added.

The Italian Medicines Agency (AIFA) commented that the move should help lower the conception rate for women under the age of 18 years. The regulatory agency said it was a turning point for protecting the physical and psychological health of adolescents.

HRA Pharma said it was "delighted" that national regulatory authorities had allowed equal access to ellaOne for all women. "Italian women are now equated with the rest of European women," added the French consumer healthcare company.

## Complex and challenging task

Cristián Dufeu, general manager of HRA Pharma in Italy, said the company's global and local cross-functional teams had been striving to accomplish this "complex and challenging task" since 2008. "We hope to bring about a change in the way young Italian women use and understand emergency contraception from here onwards," added Dufeu.

Wright pointed out that making ellaOne readily available to women of all ages across the globe without a prescription had been the vision of HRA Pharma for over a decade.

"I hope this will be a turning point both for ellaOne and for the way people perceive emergency contraception more broadly," commented Wright.

EllaOne (ulipristal acetate) was switched to non-prescription status for emergency contraception in 2015 through the European Union's centralised procedure. The authorisation says it is "suitable for any woman of child bearing age, including adolescents".

HRA Pharma said ellaOne had been launched as a non-prescription medicine in Italy in May 2015 for women aged 18 years and above. Minors still required a prescription.

Noting that the legal age for sexual consent in Italy was 14 years, HRA Pharma said this meant there had been a four-year period when minors might be having sex but were unable to access emergency contraception easily.

"The different status of ellaOne for women of legal age and minors meant that the strict regulations around the pill were creating a divisive barrier for young women," stated the company.

The winner of the CHI Award for Regulatory Achievement of the Year was chosen by the OTCToolbox team from six candidates.

HRA Pharma's ellaOne emergency contraceptive is now available without a prescription to Italian women under the age of 18 years



The development in Italy was a "landmark in women's health", says Paul Carter, HRA Pharma's Chief Scientific Officer

# Self-Care Initiative of the Year



## Bayer Consumer Health’s campaign to Empower Muslims for a Healthy Ramadan wins the OTCToolbox Consumer Healthcare Industry (CHI) Award for Self-Care Initiative of the Year.

Bayer Consumer Health’s Empower Muslims for a Healthy Ramadan campaign sought to “educate and empower” Muslims to take charge of staying healthy during the physically demanding fasting ritual.

The campaign, which started in 2019 and extended into 2020, supported a number of brands including immunity product Redoxon and digestive remedy Rennie. It encompassed Muslim-majority countries including Indonesia and Malaysia as well as the Middle East region.

Bayer Consumer Health said the campaign had taken a “modernised marketing approach that marries cultural insights with science”.

The campaign started in 2019 in Indonesia and Malaysia with a series of education infographics. These focused on the impact of fasting on immunity and how to maximise the benefits of fasting by strengthening immunity.

The company said science facts had also been gamified to increase motivation to learn.

In addition to the education infographics, Bayer Consumer Health prioritised real-world data (RWD) generation on the Muslim consumer journey during Ramadan.

In 2020, the company initiated a six-week observational study during Ramadan in Indonesia. Bayer plans to use the study results in the upcoming 2021 Ramadan campaigns.

Bayer Consumer Health said self-care during Ramadan also extended to eating well. The company ran a Rennie Ramadan Campaign in the Middle East in April 2020.

### Proud to receive the CHI Award

Abbie Lennox – Global Executive Board Member & Global Chief Regulatory, Medical, Safety and Compliance Officer at Bayer Consumer Health – said the company was “extremely proud and happy” to be honoured with the Self-Care Initiative of the Year award for its Empower Muslims for a Healthy Ramadan campaign.

Lennox pointed out that “about 24% of the world population are Muslims”. “Ramadan is the most sacred month for Muslims and is seen as a spiritual and physical cleansing experience,” she said. “However, despite many established benefits of fasting during Ramadan, scientific evidence indicates that fasting 14 hours a day for 30 days impacts the body’s micronutrient supplementation needs.”

“And with increasing environmental threats like pollution, and consumer lifestyles,” she added, “the benefits of fasting can further erode.”

Lennox said Bayer Consumer Health believed in “credible evidence backed self-care solutions to keep us well and build our health, so we set out to understand what matters most to consumers during Ramadan, as well as looking at how our immunity supplement product Redoxon can help during this period.”

“Based on the findings of a six-week observational study during Ramadan in Indonesia, we tailored our campaign to the needs of Muslim consumers,” she added. “Focusing on educating them about the need for good nutrition during this physically demanding fasting ritual.”

Lennox said the focus had been on the impact of fasting on the immune system as “never before has it been more important to take care of your immune health than in times of a global pandemic”.

Lennox told OTCToolbox: “This Award motivates us so much as we are passionate about what we do and this acknowledges our efforts in providing better self-care solutions to empower the transformation of everyday health for everyone – everywhere.” The winner of this CHI Award was selected by OTCToolbox from five candidates around the world.



The OTCToolbox CHI Award “acknowledges our efforts in providing better self-care solutions to empower the transformation of everyday health for everyone – everywhere”, says Abbie Lennox, Global Executive Board Member & Global Chief Regulatory, Medical, Safety and Compliance Officer at Bayer Consumer Health



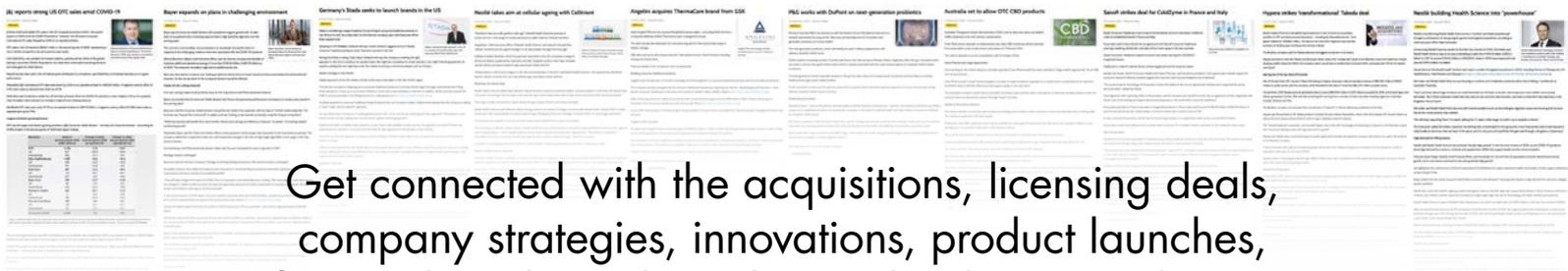
One of Bayer Consumer Health’s fasting infographics

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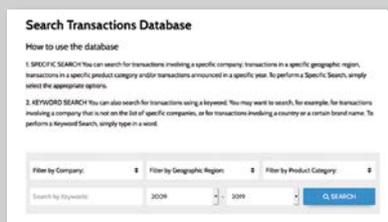
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