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Learning from the digital native companies [\(go to now\)](#) 5

The consumer healthcare industry can learn from companies such as Amazon, PayPal and Uber, says Johannes Vöster, a director of Simon-Kucher & Partners, who points out that these digital natives work hard to be consumer centric.

Perrigo’s new chief executive targets self-care opportunity [\(go to now\)](#) 12

Murray Kessler, who has just become Perrigo’s fourth chief executive officer in three years, wants the company to expand beyond healthcare and become a self-care business. He says the transformation will open up lots of opportunities.

P&G unveils most significant reorganisation in 20 years [\(go to now\)](#) 20

Procter & Gamble (P&G) will simplify its global structure from 1 July 2019 with the aim of “increasing focus, agility and accountability”. The US-based company says the reshaping will be the most significant organisation change in two decades.

Five changes could boost OTC growth [\(go to now\)](#) 23

Martin Wood – founder of Martin Wood Insight and a former executive with market researcher IRI – suggests five ways the OTC industry in the UK could make products more attractive to consumers.

Free4you brings fresh approach to sampling [\(go to now\)](#) 27

The free4you website can provide health and beauty companies in the UK with consumer insights, ratings, reviews and couponing as well as product sampling.

Regulatory News [\(go to now\)](#) 29

*Our roundup of Regulatory News covers:
– Switzerland is ready for OTC liberalisation*

- UK reclassifies certain glucosamine products
- UK's MHRA reviews the safety of laxatives
- Netherlands ends OTC sale of Mylan's Inhibin
- Australia to consider change for paracetamol
- Australia once again rejects sildenafil switch

Product News [\(go to now\)](#) **39**

Our roundup of Product News covers:

- Primatene Mist returns as OTC after seven years
- GSK adds PowerPods to Theraflu in the US
- UK's MHRA consults on OTC switch for allergy test
- GNC says Earth Genius is "nature-inspired"
- Optimising probiotics for mothers and babies

People News [\(go to now\)](#) **45**

Our roundup of People News covers:

- New Chapter founders embark on new venture
- Europe's CHMP elects Harald Enzmann as chair
- Ian Hudson to step down as chief of the UK's MHRA
- Procter & Gamble gains Merck's Kemmerich-Keil
- Pfizer names Albert Bourla as its next chief executive
- Unilever's chief executive Paul Polman is retiring
- Beiersdorf promotes De Loecker to top job
- Amway appoints first chief executive officer
- France's Boiron names new general manager
- Roger Scarlett-Smith takes charge at Thornton & Ross
- Hypera appoints a new head of Consumer Health
- Maxwellia builds team to deliver OTC switches
- More people on the move

BIG IDEAS

Finding a feel-good price by measuring brainwaves [\(go to now\)](#) **55**

The Neuromarketing Labs measures brainwaves to determine a "feel-good price" that consumers are prepared to pay for a product. The German company says the "real willingness-to-pay of your customers may be higher than you think".