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New decade sees burst of self-care initiatives [\(go to now\)](#) 05

Towards the end of 2019, companies and industry associations announced a number of self-care initiatives that could have a significant impact in the new decade. Deborah Wilkes reports.

Personalisation can take many forms [\(go to now\)](#) 15

Personalised consumer healthcare products are on the rise, especially in the vitamins, minerals and supplements (VMS) category. Christian Rebholz of Simon-Kucher & Partners says there are also opportunities to personalise services, promotions, sales channels and communications. Deborah Wilkes reports.

Pathways to achieving excellent OTC launches [\(go to now\)](#) 26

*IQVIA Consumer Health has analysed OTC launches in key countries to find out what contributes to excellence. The findings were discussed at the recent OTC**Toolbox** 2019 Consumer Healthcare Marketing Event.*

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

Our roundup of Industry News covers:

- Sanofi creates standalone Consumer Healthcare unit*
- RB works with TerraCycle on recycling programme*
- Unilever aims to halve its use of new plastic by 2025*
- Nestlé Health Science strikes microbiome deal*
- Nestlé enters partnership for microbiome research*
- Sanofi has an option on respiratory smartphone app*
- AFT works with SETEK on medicinal cannabis*
- Diapharm seeks to bring TCM products to Europe*
- AESGP becomes voice of Europe’s self-care industry*
- German associations announce plan to merge*

Product News [\(go to now\)](#) 41

Our roundup of Product News covers:

- Paragon Vitamins offers personalised service in US*
- Sun Genomics launches personalised probiotics*
- Beiersdorf receives a lift from anti-pigment launch*

- Dendron launches Feathrs for intimate skincare
- Dendron wants women to Flourish during menopause
- FDA advisers back GSK’s OTC nicotine oral spray
- UK’s MHRA approves GSL switch for Acnecide

Regulatory News [\(go to now\)](#)..... 50

Our roundup of Regulatory News covers:

- Australia to consider a batch of OTC switches
- Leading pain relievers put behind counter in France
- New Zealand poised to reverse-switch codeine
- Sweden to reverse-switch oral diclofenac medicines
- US FDA clarifies approach on homeopathic products
- Stephen Hahn confirmed as FDA commissioner
- UK’s MHRA appoints interim director of devices
- Change to the EMA’s management board

People News [\(go to now\)](#)..... 60

Our roundup of People News covers:

- Nestlé Skin Health sees changes after takeover
- Nestlé takes a fresh look at business development
- Unilever establishes new digital and marketing role
- Herbalife names Agwunobi as its chief executive officer
- Abbott names new chief to take over from White
- Ipsen seeks a new chief after Meek’s resignation
- Galenica taps Swisscom for new chief executive
- Bayer cuts board from seven to five members
- Bayer Consumer Health hires sustainability head
- GlaxoSmithKline’s Walmsley joins the board of Microsoft
- Probiotic specialist BioGaia gains a microbiome expert
- Italy’s Angelini Pharma creates digital position
- Pharmavite has a new chief marketing officer
- Menarini appoints a new chief executive officer
- US CHPA announces hires
- US CRN promotes Wong

BIG IDEAS

Self-care has a key role in Bayer’s sustainability [\(go to now\)](#)..... 75

Bayer has announced plans to step up its sustainability efforts significantly over the next decade, and self-care has a key role to play. Deborah Wilkes reports.