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A week is a long time in a global pandemic [\(go to now\)](#)..... 05

The COVID-19 pandemic is touching every aspect of the global consumer healthcare market from sourcing of raw materials through to the shopping habits of consumers. Deborah Wilkes reports on some of the most important trends and the implications.

COVID-19 could be a catalyst for self-care [\(go to now\)](#)..... 33

The COVID-19 pandemic has prompted more people to ease the burden on healthcare systems by taking greater responsibility for their own health. The challenge for industry is to ensure this change in behaviour becomes permanent.

Seven tips to help your business survive COVID-19 [\(go to now\)](#)..... 42

Reiner Christensen of Chameleon Pharma Consulting suggests seven ways to help companies survive the COVID-19 pandemic.

Industry News [\(go to now\)](#)..... 46

Our roundup of Industry News covers:

- Sanofi and Luminostics join forces on COVID-19 test
- GSK and Mammoth are developing COVID-19 test
- Sanofi stays “on track” with US OTC switch plans
- Perrigo partners with Kazmira for CBD entry
- Germany’s Stada seeks to launch brands in US
- Nestlé Health Science steps up e-commerce plans

Product News [\(go to now\)](#)..... 54

Our roundup of Product News covers:

- Recordati’s Fortacin is set for European OTC switch
- Novartis will not profit from COVID-19 portfolio
- Pharmavite launches personalised vitamins
- Amway and HEM to offer personalised probiotics
- Nestlé makes Persona available worldwide
- Align Baby Probiotic is launched in the US
- Unilever launches OLLY supplements into Canada
- Gerber introduces gummy multivitamins in the US
- Bausch is developing Lumify line extensions
- Infirst extends Flarin with a GSL product

Regulatory News [\(go to now\)](#)..... 64

Our roundup of Regulatory News covers:

- Europe working on new Pharmaceutical Strategy*
- European Union delays medical device regulation*
- Europe raises prospect of botanicals harmonisation*
- Emer Cooke nominated to lead Europe’s EMA*
- OTC monograph reform legislation passed in US*
- Europe recommends suspending ranitidine*
- Europe takes action on nitrosamines in medicines*
- France wants paracetamol manufactured domestically*
- New Zealand considers batch of reclassification*
- CRN petitions the FDA for action on CBD in US*
- UK’s NICE comments on Vitamin D and COVID-19*
- Europe’s herbal committee elects van Galen as chair*
- Norway reverse-switches oral diclofenac medicines*

People News [\(go to now\)](#)..... 80

Our roundup of People News covers:

- Sanofi hires new head for Consumer Healthcare*
- Bayer makes number of changes in North America*
- Ipsen hires Sanofi’s Loew as new chief executive*
- Stada appoints Eder as head of Russia and CIS*
- Van Ganse joins Oystershell as chief executive officer*
- RB recruits P&G’s Kuhn for transformation role*
- Makin joins Thornton & Ross in research and development*
- Italy’s Angelini hires head for new German subsidiary*
- Perrigo makes change at the top in Americas*
- Ralf Sibbing leads new consultancy TentaConsult*
- Stada adds Aidan Fry to its communications team*
- Bayer gives Max Müller a public affairs position*
- Riddalls replaces Smith as PAGB’s chief executive*
- US CHPA creates new position*
- US CHPA elects new chair*

BIG IDEAS

Building trust in the self-care industry [\(go to now\)](#)..... 93

An international study conducted on behalf of the Global Self-Care Federation (GSCF) found trust in the self-care industry varies significantly depending on the audience polled and the geographic region. Based on the findings of the study, the industry body has developed an action plan to build trust.