



EXCLUSIVE

Anti-Diarrheal Liquid Softgels



Available in a blister/box.

- ▲ An exclusive premium product with the same active ingredient (loperamide 2 mg) of the top selling national brand Imodium® A-D caplet and liquid.
- ▲ Available now in a fast acting liquid-filled softgel.
- ▲ Consumer preferred easy-to-swallow dosage form.
- ▲ Launching on the heels of Imodium® A-D Liquid.
- ▲ Tremendous consumer awareness due to national brand's extensive advertising campaigns.
- ▲ Two liquid-filled softgels equals six teaspoons of Imodium® A-D liquid.

Softgels are the consumer-preferred dosage form¹

- ▲ Easy to swallow ▲ Fast liquid-filled relief



Compare to the active ingredient in Imodium® A-D

The national brand Imodium®, supplied by McNeil, is a staple product in the anti-diarrheal category: ranked #1 brand (solid-dosage) among many other top national brands.

59.2% of consumers are buying the national brand product, and already paying a premium of approximately 25%. **These are your target customers!**



- ▲ Imodium® is the #1 selling brand in the "Anti- Diarrheal" category. Imodium® owns the category with 72.0% dollars sales.
- ▲ Private label accounts for 34.2% of category sales.²

National Brand Sales

- ▲ 8.6 million units ▲ \$56.2 million
- ▲ National brand is available in 6, 12, 18, 24, 48 caplets and liquid.

According to Sept. 2006 IRI Data in: TOTAL US F/D/MX This product is not manufactured or distributed by McNeil Consumer Specialty Pharmaceuticals, distributor and owner of the registered trademark Imodium®. 1. Advances in Therapy, Sep/Oct 2000 2. Solid-Dose Anti-Diarrheal Unit sales

