

PharmaLex devises regulatory strategy for a cosmetic that results in increased cosmetic and medicinal product sales in dermatology sector for leading OTC / generic company

Situation

A company wanted to increase public awareness of their dermatology medicine but was unable to do so because regulations did not permit promoting the product to the public.

Challenge



The company approached PharmaLex to ask if they could help them meet the regulatory requirements to put a cosmetic on the market.



As a cosmetic, the product would not fall under medicines regulation, meaning it could be sampled and marketed directly to consumers.



The downside of this approach was that the sales of the medicinal product would be eroded.

Solution

Using our knowledge of cosmetics and medicines regulation, and no small amount of creative, commercial thinking, PharmaLex developed an innovative regulatory strategy not only to get a cosmetic cream to market as quickly as possible, but also to maintain an existing medicinal product marketing authorization.

The clever part of this plan was that both products had the same formulation, differing only in the labeled uses and claims, so product development costs were kept incredibly low.

This allowed the company to give product samples of the cosmetic product to customers (end users), completely in accordance with UK regulations, whilst increasing awareness of both the cosmetic and medicinal products.

PharmaLex used its expert knowledge to prepare a safety assessment and labeling to comply with the cosmetic regulations.

This had a significant commercial upside, creating greater demand for and delivering increased sales of both the cosmetic and the medicine.

Benefits



Minimal development costs



The opportunity for the company to promote their product to direct to the public



Increased awareness of both the cosmetic and medicinal product



A significant commercial upside, creating greater demand for and delivering increased sales of the products