

## **Prilosec OTC Packaging Change Gives Consumers Easier Access**

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Packaging changes for Procter & Gamble's Prilosec OTC proton-pump inhibitor are intended to make it easier to remove the product, according to brand executive Matt Champion.

According to FDA's Feb. 29 approval letter for P&G's packaging application, the changes include replacing two 7-count push-through blister cards in Prilosec OTC containers with a single 14-count card.

Champion said the redesigned blister pack is made with a thinner foil material without a peel-back layer. With the previous pack, consumers had to first peel back a paper seal before pushing a pill through the foil.

He said the change eliminates one part of the two-step process. "Instead of a peel and a push, it's just a push. It doesn't seem like a big deal, but it is a really big deal." P&G sought Prilosec OTC consumer feedback through phone interviews and meetings. "We consistently heard the challenge the individual had about opening the package," said Champion, senior assistant brand manager of Prilosec OTC.

Some older consumers "wanted to use scissors to get into it" while others "had trouble pushing the package through because they weren't peeling it back," he told "The Tan Sheet."

P&G looked at meeting "the consumer's goal of 'I've got the best acid reflux reducer. How do I get it out of the package so that I can enjoy it in the morning?'" Champion said.

He noted P&G applied separately for package modifications including adding self-selection language to the front panel while keeping the same information on the back.

The change will help consumers "at that first moment of truth to select if it's the right product for them," Champion said.

The package design changes were approved Jan. 18. P&G is shipping Prilosec OTC in the redesigned packages.