



<b>Brand</b>	<b>Relpax Migraine</b>
<b>Marketer</b>	<b>Viatris</b>
<b>Owner</b>	<b>Viatris</b>
<b>Major Category</b>	<b>Analgesics</b>
<b>Subcategory</b>	<b>Systemic analgesics</b>
<b>Region</b>	<b>Asia-Pacific</b>
<b>Country</b>	<b>Australia</b>
<b>Activity</b>	<b>Switch</b>
<b>Activity Date</b>	<b>June 2023</b>

**Details** Indicated to relieve acute migraines and symptoms such as nausea, vomiting as well as light and sound sensitivity. Blisters in outer box. RRP A\$14.99 (\$10.23)

**Status** OTC (S3 pharmacist only)

**Pack Size** 2

**Format** Tablets - film coated

**Dose** Adults 18 years+: 1 tablet every 2 hours if needed

**Ingredients** Per 1 tablet: Eletriptan hydrobromide 40mg

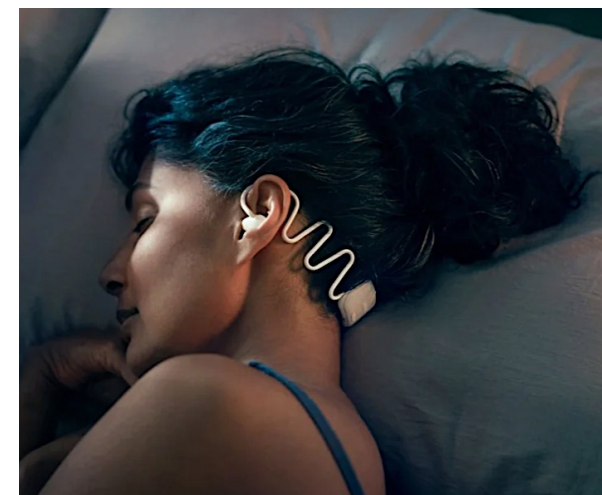
**Innovation Ranking** ★★★★★

**Note also** 4 stars awarded as it is the first OTC eletriptan formulation available on the market, and the first recorded globally on Tracker. Remedy was downscheduled from Rx to Schedule 3 (Pharmacist-only OTC) in small 2-count packs. The larger 4-count pack and 80mg version remain Schedule 4 (Rx). Switch approval was granted in 2020

### 3. Novel sleep aid formats

#### Glasses, headbands & more drive sleep aids NPD activity

- Sedatives & sleep aids was one of the leading drivers of NPD activity in the global CHC industry in 2023, and one of the main sources of innovation within this dynamic subcategory was the diverse array of novel delivery formats
- Notable innovations included Ocusleep Sleep Glasses (Ocusleep), which use orange precision tinted lenses to block harmful blue light and to aid sleep. Originally launched in USA, but now also available online in other markets, Ocusleep glasses are designed to be worn for 2 hours before going to bed
- Also innovative was the US launch of FRENZ Brainband (Earable Neuroscience), a headband device that provides feedback via a smartphone app. The device is positioned to stimulate the brain based on precise neurofeedback signals using scientifically proven techniques to enhance sleep, and is also claimed to learn focus habits and use data to stimulate the brain via bone-conduction speakers
- Another highly-rated sleep device is Philips x Kokoon Sleep Headphones, rolled out across Europe and USA and claimed to be “the world's thinnest earbuds” with biosensors that detect when the user falls asleep to adjust sound levels
- Another more minor innovation were sleep aid film strips, such as Novanuit Flash (Sanofi) in France and Soul Strips Snooze (Soul Nutritions) in USA
- Novel gummy shapes were also a notable NPD trend, notably the moon and star shapes of Laila DormiBene (Menarini) in Italy, available in forest fruit flavour



## 3. Trehalose

### Natural sugar alternative trehalose records rising NPD

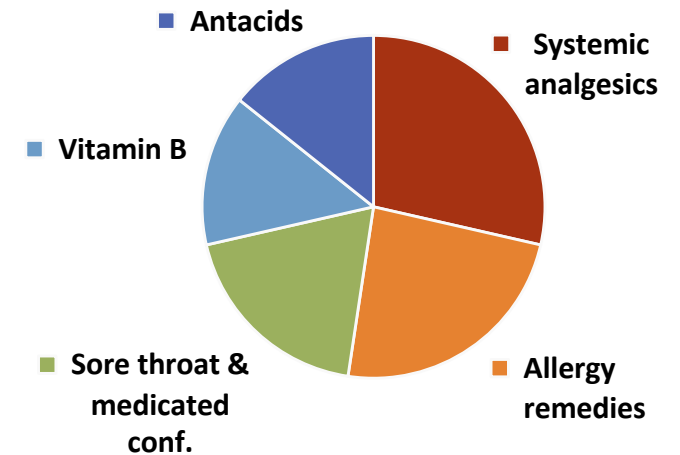
- A non-reducing sugar commonly found in bacteria, fungi, yeast and plants, trehalose appeared in an all-time high number of new CHC products in 2023, primarily aesthetic treatments, as well as stimulants and eye care products
- Among aesthetic treatments, the most notable development was the US launch by Amazentis of the Timeline range, including Timeline The Serum, Timeline The Day Cream and Timeline The Night Cream, claimed to be the first line of facial skincare products powered by Mitopure, which is “clinically proven to energise cells from within for healthy, youthful-looking skin”
- As for stimulants, the key development was the rollout of Cetilar Nutrition Endurance in Italy and Spain, in Carb and Gel versions. The product is positioned to provide controlled energy release during physical activity and exercise, and was awarded 2 stars for its proprietary Sucrosomial Technology
- Turning to eye care, NPD activity in 2023 included the launch of OUE& OUESOO Trehalose Eye Drops (Optus) in South Korea, and the rollout of Thealoz Duo (Thea) in Brazil, claimed to improve tear film thickness
- China was also home to multiple trehalose-based launches in 2023, including eye health supplement Longsenhuo Nutrit-Rule Lutein Cube (Longsenhuo), awarded 3 stars for its formulation and innovative cube delivery format, and tonic drink Jinmailang Electrolyte Balance Drink (Jinmailang), a low-sugar isotonic formula using trehalose as a sweetener



## Systemic analgesics rise to the top of NPD activity in 2023

- In 2023, NPD activity remained below the level observed in previous years. CCA and VMS were the most active categories, while Bayer emerged as the leading innovator, introducing three new products under the Berocca brand
- Systemic analgesics attracted the highest level of NPD in 2023. A notable launch was ibuprofen / paracetamol formulation Optifen Dolo Duo (Spirig)
- Allergy remedies saw the roll-out of Bilastin Zentiva and Cetirizin Zentiva, both remedies switched from Rx to OTC, while Stada launched Bilastin Spiring HC, one of the first OTC bilastine allergy remedies available in Switzerland
- In sore throat, Bayer extended the Pretuval brand with sore throat lozenges formulated with triple-action ingredient benzydamine. Stada and Grether's focused on relaunching existing brands, Mebucaïne and Grether's
- NPD in vitamin B focused on a healthy nervous system, with Woerwag introducing B12 Ankermann and Woerwag Milgamma 300mg Filmtabletten
- As for antacids, notable launch activity included Burn-X (Axapharm), the first OTC esomeprazole medicine to be made available on the Swiss market
- Other highly innovative introductions included Kaliumiodid Axapharm, the first OTC thyroid blocker pills (formulated with potassium iodide), and Ullanesse (Spirig / Stada), the first OTC ulipristal emergency contraceptive
- A notable women's health launch was the Gynoflorelle range from Medinova

Switzerland: Top 5 CHC subcategories by NPD activity in 2023



# Summary – NPD Drivers

- As our chart – based on *CHC New Products Tracker* data – shows, 2023 was the year that **sedatives & sleep aids recorded the highest level of NPD activity**, ahead of probiotics & prebiotics (which moved up one spot), and aesthetic treatments, which have recorded a meteoric rise in terms of NPD activity in the past two years, to be on a par with hair & beauty supplements
- Early signs from 2024 indicate that aesthetic treatments and hair & beauty supplements have shown no sign of a slowdown in NPD activity, while other Derma subcategories such as acne remedies, hair loss treatments and scalp treatments (which are primarily positioned for dandruff control) are also among the most active areas of new product development this year

**Global NPD: Top 10 most active CHC subcategories 2023**

