

Active Delivery Systems for OTC Drugs: Opportunity in Innovation

Active delivery systems, also known as targeted drug delivery systems, have introduced innovative ways to deliver actives in prescription pharmaceuticals for some time now. The shift from a "mass delivery" protocol to "optimized delivery" that started over 20 years ago is often attributed to the evolution of patches as a means of delivering actives. Now there is a wide range of novel delivery systems for many actives.

The need to deliver an active agent optimally to its site of action is so important that an entire section of the drug development industry caters to meeting this end. New delivery forms and systems continue to be introduced in an effort to boost the efficacy of medications, differentiate products from their competitors, better leverage advancing technologies, and improve convenience for the consumer.

Why Buy this Report?

The potential exists for even greater innovation in new systems delivering actives to almost every part of the human body, which can give OTC companies improved efficacy and market differentiation. Furthermore, drug delivery companies will find expanded market opportunities.

This report examines the strategic implications of these market developments and covers the following topics:

- Factors influencing the business
- Consumer buying characteristics
- Demand drivers
- Barriers to entry
- Noteworthy actives
- Innovations and technologies in active delivery systems for OTC drugs
- Competitive landscape

As with all Kline FlashPoint reports, the Kline Insights report section is the product of deliberation from an international team of experts and includes an opportunity assessment, keys to success, and Kline's viewpoint and recommendations.

Each report in the [Kline FlashPoint Series](#) explores an emerging industry issue or market development. Forward-looking and rich in insights and recommendations, they are designed to help executives develop timely strategies to maximize business opportunities.

Kline is a worldwide consulting and research firm dedicated to providing the kind of insights and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for nearly 50 years. For more information, visit www.KlineGroup.com.

Subscription Agreement

Please enter our order for your **Kline FlashPoint** report titled **Active Delivery Systems for OTC Drugs: Opportunity in Innovation**. The standard subscription includes unlimited online access to the report contents via MyKline.com and a downloadable pdf file of the report.

To protect our investment in this report and that of other subscribers, we agree that, for a period of one year after its date of issue, we will: (1) restrict its circulation to our own employees; and (2) use all reasonable precautions to prevent the disclosure of its contents to any other persons or organizations. We may, however, make this report available to any subsidiary company in which we hold more than half interest or to any parent company that holds more than a half interest in our firm. We may also use or disclose any information in this report that is public knowledge, that was already in our possession before receipt of the report, or that comes to us from third parties independently of this report.

The price of this report is US\$2,500. Subscription prices do not include sales tax. (NJ add 7% sales tax.) Kline will invoice us for the total amount, and we will pay this invoice within 15 days of receipt. We understand that this agreement is fully binding on the corporation and non-cancelable.

We have completed and signed this subscription agreement. Please indicate your acceptance of this subscription by countersigning and returning one copy for our files.

Send invoices to:

COMPANY _____	
SIGNATURE _____	DATE _____
NAME _____	
TITLE _____	
E-MAIL _____	
PHONE _____	

NAME _____
TITLE _____
ADDRESS _____

E-MAIL _____
PURCHASE ORDER # _____

Kline use only:

ACCEPTED _____
SIGNATURE _____
NAME _____
TITLE _____
DATE _____

METHOD OF PAYMENT:

Send invoice



Card #: _____ Exp. Date: _____

Name (as it appears on credit card): _____

Signature (for credit card authorization): _____