

## Infirst to make global debut with Dr Cocoa launch in US

Product Launches

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Infirst Healthcare's Dr Cocoa chocolate-flavoured cough-remedy brand is set to make its global debut at the beginning of September. Three liquids are to be launched onto the US paediatric cough/cold remedy market that is said to be worth in excess of US\$350 million (€262 million) at retail.

Designed for children aged between four and 13 years, the range of patent-protected cough liquids comprises Long-Acting Cough Relief, Daytime Cough and Cold Relief and Night Time Cough and Cold Relief variants. These contain ingredients such as dextromethorphan, phenylephrine and diphenhydramine.

Noting that many parents struggled to get their children to take medicine as directed, the UK-based company pointed out that the product line was formulated with 10% real cocoa to improve dosing compliance.

Packaging for the cough liquids features the Dr Cocoa owl character, which is said by Infirst to depict a family doctor speaking to children and parents in a "knowledgeable and credible way", and will appear across all marketing for the range.

The launch will be supported by a multi-media campaign, with the message that Dr Cocoa provides "relief with a smile".

"A suite of social-media platforms was in development", James Barickman, general manager of Infirst's US arm, told *OTC bulletin*, and would include the Dr Cocoa Facebook page. The brand website was also being "expanded and updated" with news of the roll out.



The Dr Cocoa line of three chocolate-flavoured cough liquids is said to be formulated with 10% real cocoa to improve dosing compliance in children

Infirst secured the rights to Dr Cocoa from Permex Therapeutics at the end of last year, after the firm – which developed the products using some of Infirst's intellectual property – said it did not have the "discretionary resources" to "prudently and effectively" take the brand into the US OTC marketplace (*OTC bulletin*, 13 December 2013, page 7).

Pointing out that Infirst was currently "exploring other markets", Barickman said the company anticipated extending Dr Cocoa's reach beyond the US in 2016.

Speaking to *OTC bulletin* in December last year, Manfred Scheske, Infirst's chief executive officer, said that if the milestones laid out were met, the firm also hoped to launch its own cocoa-flavoured cough liquid in one European country in "late 2014".

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OTC 15th August 2014

Marketing News, Product Launches

5 WE HEAR & SAY NPWEB0492014 Date of Preparation - September 2014