

marketingnotes

With a special focus on Healthcare/Pharmaceuticals

Special delivery makes the medicine go down

Helping ensure accurate and effective dosing of children's medicine is the packaging for new ElixSure, a line of spill-resistant, single-symptom children's medication from Taro Pharmaceuticals.

Designed for fever, pain, coughs and congestion, the solution-based pediatric formulations feature a child-resistant 4-oz squeeze bottle blow-molded by Fenton, Weber & Jones with an orifice-reducing, injection-molded plug. The bottle is topped with a standard Owens-Illinois CR push-turn cap. ElixSure's unique NonSpile delivery system permits accurate dosing and

allows the medications to pour like liquids but resist spilling and mess. A patented, flat-bottomed, calibrated dosing spoon produced by National Measures helps the medicine liquefy for easy swallowing. Moore Wallace provides the .016 SBS outer carton with an attention-getting lenticular front panel that presents the dosing spoon as if it's moving up and down. Fever/pain and congestion medications, and cough formulations are available at food, mass and drug retailers nationwide.

Circle No. **358**.

