



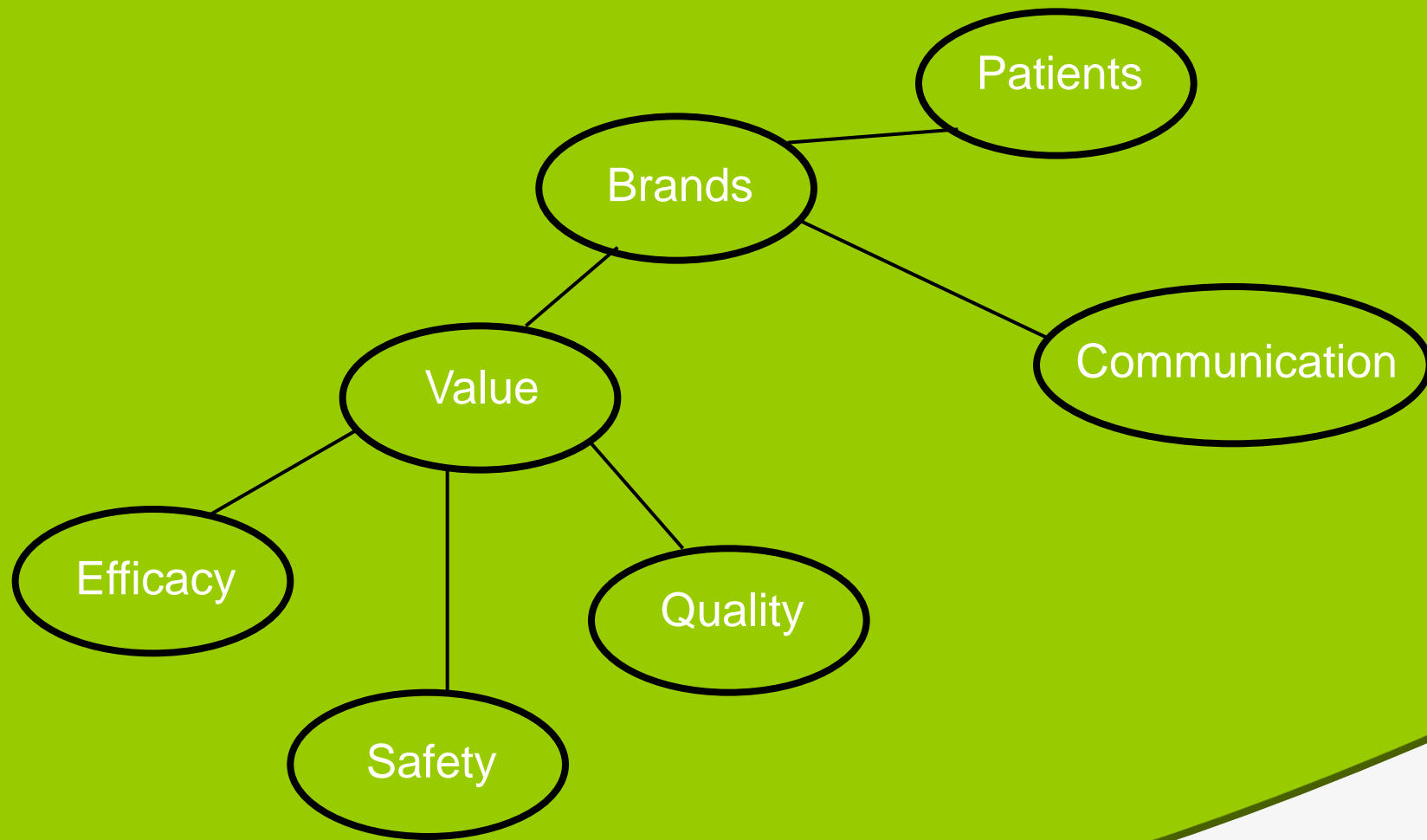
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# Umbrella brands French market

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# Brands & core values



We want to create

CONFIDENCE & TRUST



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# Communication is essential to:

- Develop OTC market
- Switch successfully products
- Educate & inform consumers



# Today consumers:

- Have more and more access to health information.
- Need clear information in pharmacy.
- Trust their brands.
- Need European approach.

# Name of a medicine – The law

## The definition

- An invented name (trademark)  
or
- A common or a scientific name together with a trademark or the name of the MAH or the manufacturer



# Name of a medicine – The law

## The limitation

- Avoid any confusions with another medicine
- No mislead on the quality
- No mislead on the properties
- When applicable, the form, dosage and target must figure in the name

# Trademark – Umbrella trademark

## The law

- No differences by the law, both are invented name
- Both could be registered as a trademark

# Umbrella trademark

- Umbrella trademarks are authorised in France for OTC products
- Possibility to do advertising to the general public (GP advertising)
- Be not subject to medical restriction
- No interdiction or restriction in the Marketing Authorisation for GP advertising because of a possible risk for public health
- Be not reimbursed



# Umbrella trademark

## Examples

- HUMEX rhume des foins, maux de gorge...
- STREPSIL sans sucre, vitamine C, miel-citron
- DRILL toux sèche, expectorant...
- .....



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# Kind of umbrella trademark

- The common rule for being considered as a new trademark is: 3 different letters
  - sometimes more: Synthol & Syntofene

# Kind of umbrella trademark

- You have more flexibility
  - choice of the suffix or the prefix
- You have more possibilities

# Kind of umbrella trademark

## Examples

- SYNTHOL → ○ SYNTOFENE
- IMODIUM → ○ IMODIUMDUO
- APAISYL → ○ MYCOAPAISYL
- .....

# Kind of umbrella trademark

And different « status » with prescription

- VOLTARENE & VOLTARENE EMULGEL
- DOLIPRANE & DOLITABS
- ANADVIL & ADVIL
- .....

# Umbrella trademark or kind of umbrella trademark

Many possibilities but no clear rules

- ◉ Sometimes it is difficult to anticipate what will be possible and what will be impossible

# FUTURE

- Use the umbrella brands as a platform
- Clarify the rules
- Consumers Information & education as target

# Umbrella brands

- To create confidence & trust
- To educate consumers
- To simplify business

Thank you!



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