



The Hard Gelatin Capsule Advantage

The World's Leader in Two-Piece Capsules™

CAPSUGEL
Your Natural Partner™



Manufacturing Advantages

Hard gelatin capsules offer a variety of production advantages over tablets

- ✓ Simpler manufacturing process
- ✓ Fewer production steps

Manufacturing steps

For tablets



For hard gelatin capsules



Source Upjohn

- ✓ Fewer analytical tests
- ✓ Less manufacturing equipment
- ✓ Fewer validation requirements
- ✓ Reduced risk of mix-up





Formulation Advantages

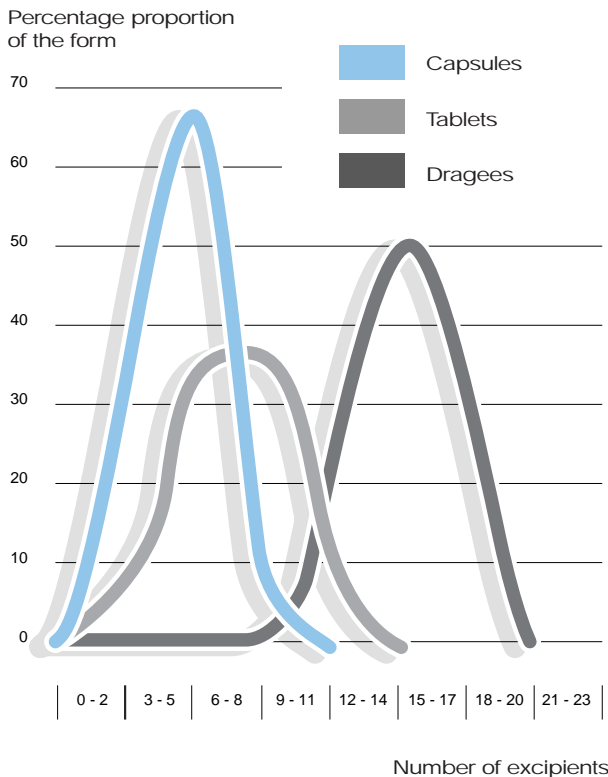
The hard gelatin capsule is a **versatile container**



Granules, powders, liquids, semi-solid formulations and

mini tablets can easily be filled alone or in combination

Comparative numbers of excipients required for hard gelatin capsules, tablets and dragees



Ideal for controlled release formulation in particular pellets



Requires fewer excipients



Reduces stability problems with sensitive drugs



More efficient pharmaceutical development means faster speed to market



Easy to differentiate



Ideal container for traditional medicines



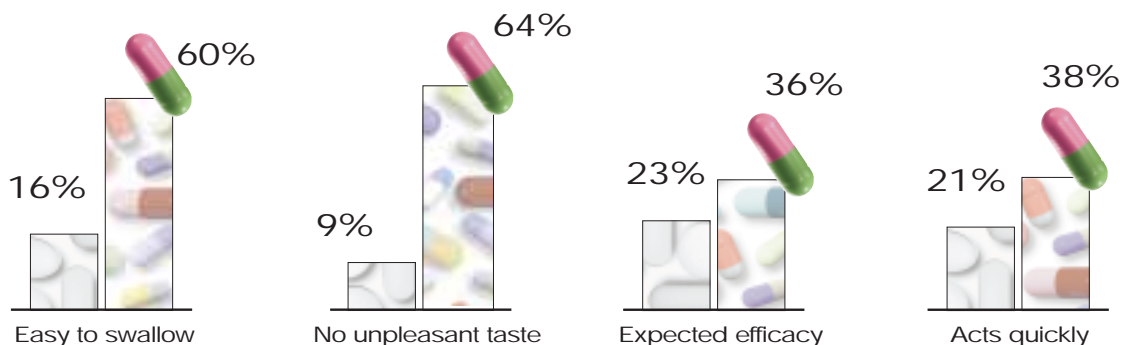
Consumer Advantages

Consumer **preference** for hard gelatin capsules is steadily growing based on **perceived advantages**



- ☑ Unique color and shape configurations enhance product identity
- ☑ Easy to swallow
- ☑ Masks tastes and odors
- ☑ Improves patient compliance
- ☑ Promotes image of efficacy

Qualities ascribed to capsules that prompt patients to give it preference over tablets

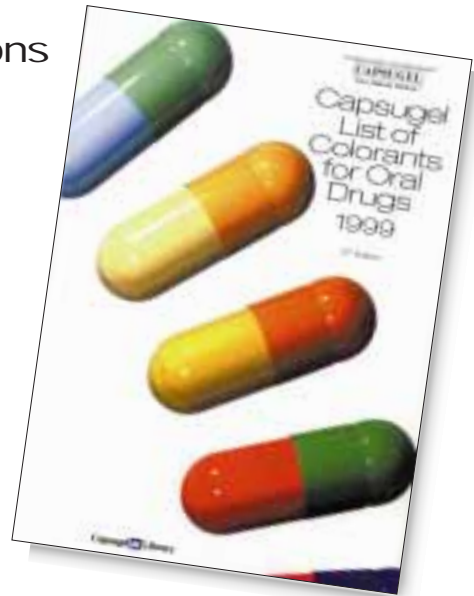


Source Burke (Marketing Research)

4 Marketing Advantages

Hard gelatin capsule capabilities enable companies to **protect their market**

- ☑ The right color combinations and shape configurations enhance product identity



- ☑ Printing options, axially or radially, provide greater possibilities in branding protection
- ☑ Well-known and accepted dosage form
- ☑ Ideal container for traditional medicines
- ☑ Accelerates product launch
- ☑ Pharmaceutically elegant

5 Capsugel Advantages

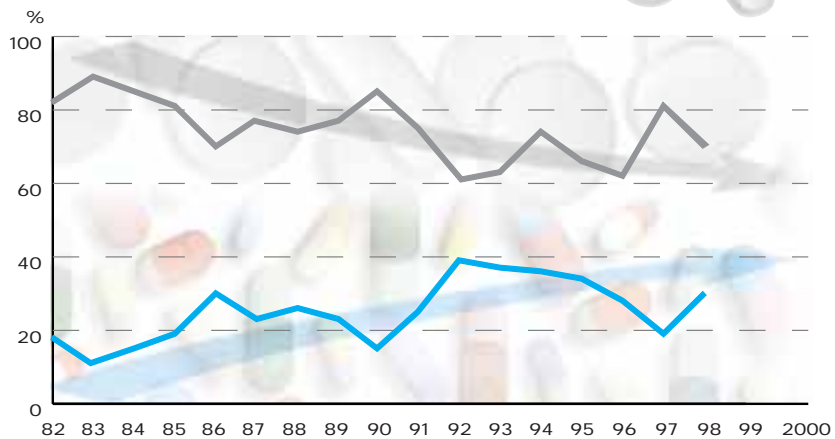


High quality products and a wide range of support programs, **technical assistance** and educational forums

- ✓ Adherence to strict regulations and standards
- ✓ Technical support for formulation and manufacturing
- ✓ Scientific support through Capsugel Library, symposia and workshops
- ✓ Access to a worldwide network of scientific and technical experts
- ✓ Capsugel's color options and the unique list of colorants enhance product image and identity while adhering to regulatory requirements
- ✓ Nine production plants located on four continents



Over the years, the popularity of hard gelatin capsules has increased dramatically in New Chemical Entities *



➔ Trends: tablets
— % Tablets

➔ Trends: capsules
— % Capsules

* Data from Scrip, 1999

Trends
in New
Chemical
Entities

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