

LUPOCET®



Market

From the beginning of this decade the Croatian market of nonprescription products is continually growing, and has doubled in size. Perceptible growth in the nonprescription market was created by pharmaceutical company Belupo with its rich business of nonprescription products, which 12.5% of them are sold on the market. Belupo already for many years is still developing the program by continuing to follow world trends and referrals from world health organizations in self-healthcare having in sight security, by greatly caring in educating and health education to the consumers. One of the largest brands of Belupo's nonprescription business is Lupocet, among consumers known as a first choice antipyretic. In the category of antipyretics and medicines for curing symptoms of cold and flu, Lupocet has 20% of the markets share. The Croatian market of nonprescription Cold and Flu medicines is worth 88.7 million kuna, in 2007 with a recorded growth financially of 18% (Source: Pharmsis). The category of products for curing cold and flu symptoms in the world is the second largest category of nonprescription products.

Achievements

Lupocet from the beginning on the market was displayed as a children's brand in the form of capsules and syrup only as a prescribed medicine. At that time Lupocet was a widely prescribed medicine for curing high body temperatures for children. With the opening opportunity, possibility to introduce Lupocet as a nonprescription medicine, by clever marketing operations, among consumers already familiar with the brand, reached a higher popularity and familiarity. Today Lupocet is the first choice antipyretic for the whole family, in healing pains of different types, wonderful toleration, and exceptionally secure profile.

History

Lupocet contains paracetamol, which was discovered even in the 19th century for the first time as a discovered substance which the forerunners of paracetamol were (acetanilide and phenacetin). Just in the 1950's was sold the first product of paracetamol for healing pains and temperatures for children, while tablets of paracetamol of 500 mg were for the first time found on the market just in 1956 in England. In 1963 paracetamol placing in British pharmacies it became popular as an analgesic with mild side effects

and rare interactions with other medicines.

Lupocet is now on the market for thirty years. The first form of Lupocet arrived on the market were Lupocet capsules (1980) with the status as a prescription medicine. Eleven years later arrived on the market Lupocet syrup, also with the status as a prescription medicine. In 1994 were registered Lupocet tablets 500 mg and Lupocet suppositories 120 mg with the nonprescription status, after that in 1999 the Lupocet capsule and Lupocet syrup were switched from physician prescription status to

nonprescription status (OTC). In 2006 was registered a new form, Lupocet Flu, a combined medication with antipyretic and analgesic properties for relieving all cold and flu symptoms. In 2008 the Lupocet brand is strengthened with a new, stronger form of suppository, Lupocet 250 mg suppository. New forms of Lupocet are registered as a nonprescription medicine.

Gripa

Product

Lupocet is an analgoantipyretic. The effective component of Lupocet brand is paracetamol, the first choice in treating high body temperatures and pains as referred by the World health organization, because of its effectiveness and exceptionally good secure profile.

Lupocet brand is comprised of several different pharmaceutical forms which are adapted to form in various age groups. It can form to the earliest age, which are used for the youngest especially created suppositories, Lupocet Baby (120 mg) to secure that children who do not know take medicine through the mouth, surely receive the proper dose of medicine. Larger children, who already recognize different tastes, will enjoy taking Lupocet Junior in syrup form. For older and bold children who are willing to swallow capsules there is Lupocet teen. For older children who can not swallow medicine, there are Lupocet

Lupocet Flu briše simptome gripe i prehlade!

LUPOCET su nove šumeće tablete iz Belupo. Ugodnog su okusa i snažno djeluju na simptome gripe i prehlade. Učinkavaju bolove, snižavaju povišenu tjelesnu temperaturu, uklanjaju začepjenost nosa i sinusa, kašalj, kihanje i suzeve odjaju te nadoknađuju manjak vitamina C. Lupocet Flu tablete blago djeluju na želudac, a mogu ih koristiti i srčani bolesnici, osobe s povišenim tlakom, dijabetesom i astmom.

Lupocet Flu - Za one koji nemaju vremena biti bolesni.

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Lupocet - uvijek dio kućne ljekarne

LUPOCET® uklanja bol i snižava povišenu temperaturu

LUPOCET® uklanja simptome gripe i prehlade

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250 mg suppositories, also available for adults.

Lupocet tablets 500 mg are used for adults. In the category of medicine against cold and flu is the excellent choice of Lupocet Flu (dissolving tablets) which resolve the symptoms of cold and flu. In recommended doses, Lupocet (paracetamol) does not irritate the lining of the stomach or affect blood coagulation, so it can be used by people with a sensitive stomach and digestive system, or patients with a hemorrhaging diathesis.

Recent Developments

Lupocet is an analgesic to self-treat high body temperature of different effects, and it is used as pain treatment. Antipyretic effect paracetamol reaches in hypothalamus thermoregulation centre. Analgesic effect of paracetamol reaches by inhibition of prostaglandin in the central nervous system. In recent times applying pain treatment by the hour, allows the patient to more precisely apply the analgesic at the correct time, like the first step, a mild analgesic, is for a better security profile. The main component of Lupocet, paracetamol is broadly applied for treatment for children's pain after an operation, independently or in a combination with other analgesics to reach a stronger effect. The Lupocet brand in the number of years developed into a brand of variable pharmaceutical forms and doses, by satisfying the needs of its consumers of all age groups, from the youngest new born, to the oldest patients. Lupocet is known as the medicine for the whole family. In 2008 the expanded range of children forms of Lupocet, with Lupocet Baby suppositories on the market there is one more form of suppositories with a stronger dose, Lupocet 250 mg suppositories.

A few years back, in the category for cold and flu nonprescription medicines, the combined medicine

appeared on the market for treating cold and flu symptoms. Belupo, by following world trends and leading experts, the Lupocet brand expanded with one more medicine, Lupocet Flu dissolving tablets. In the structure of this new form, other than the paracetamol which reaches an analgesic effect, chlorphenamine, an antihistaminic for treatment of other cold and flu symptoms, and vitamin C. Lupocet Flu excels with an exceptionally safe profile because of the differences from a number of other cold and flu medicines, it does not contain the potentially dangerous pseudoephedrine, confirming the good secure profile of Lupocet, and this form can be used from adults to children 6 years of age, and with some special patients that can not use any other combination of medicines because of their treatment for their basic ailment.

Promotion

Lupocet started with its development for children forms of medicine, by having promotional activities at the beginning focused on children's medicines, where the protective seal for children medicine was released, dolly Mara, and well known to pediatricians throughout the country. The character Mara is included on the packaging of children's Lupocet, a number of educational materials for consumers were created with Mara, like a picture book for children. In the segment of treating a child's fever, Belupo created an exceptionally quality gladly accepted by experts, educative material about methods of properly lowering a child's temperature, which still today is distributed through healthcare facilities as useful literature to help parents. With the switch of Lupocet's status to a nonprescription medicine, different media channels were used to promote the brand, with the foundation of every campaign education and promotion of a healthy culture.

Lupocet is present from the first day of life of every child by communicating with the parents through specialized marketing channels. Lupocet was a subject of several activities directed to children with the goal of health education, as a children's show Smješko (smiley), followed by the project "Teddy bear Hospital", and with numerous workshops for parents in children's kindergartens. Lupocet is the number one choice for treating high temperatures, but in the last few years its effectiveness is more noticeable in analgesics. With the appearance of the tablet for adults on the market, Lupocet became the brand for the entire family, and with its consumers it started to directly communicate an emphasis to the message: "The Lupocet Family for a healthy family". With the new form, the Lupocet Flu tablets expanded the usage area of the brand, followed with media campaign under a well-noticed message "For those who don't have time to be sick". After almost thirty years of Lupocet brand on the market, where Lupocet became a part of "Every house pharmacy", Belupo continues to communicate with consumers in form of "Image building" campaign which emotionally touches its consumers, suggesting how Lupocet is a necessity for the health of the family in every household pharmacy, by using musical theme

song "Samo ozdravi mi ti" (Just get well) from the famous Croatian co-writer Gibonni.

Brand Values

Lupocet among consumers, but also among doctors and pharmaceutical experts, is synonym for a temperature. With its large range of doses and forms allows every patient exactly what ever best fits, Lupocet excels in effectiveness in treating a fever and pains for children and adults, with an exceptionally secure profile and excellent tolerance. It is the medicine of choice for patients with a sensitive digestive system, Lupocet is a part of every household pharmacy where every member of the family has their own product.

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THINGS YOU DIDN'T KNOW ABOUT...

Lupocet

- The image of Lupocet is highly evaluated among consumers (Source: BRAND PULSE Market investigation, 2007).
- The largest percentage of Lupocet users after the first use become loyal buyers (Source: BRAND PULSE market investigation, 2007).
- The Lupocet brand, along with some other Belupo nonprescription products, was presented at a multimedia exhibition with the title, "Don't worry be healthy!" which was multi award winning. (OTC NEWS Marketing & Creative Award 2002, Copenhagen, Denmark; Crystal Ball for event project of the year, FESTO 2001, Opatija; The New York Festivals – GRAND GLOBAL- THE BEST IN HEALTHCARE COMMUNICATION WORLDWIDE in 2002).

LUPOCET obitelj za zdravu obitelj!



LUPOCET®

Snižava povišenu temperaturu i uklanja bolove

Lupocet je lijek idealan za cijelu obitelj, oblicima i dozama prilagođen svakoj dobnj skupini. Svi lijekovi iz Lupocet obitelji, baby čepići, junior sirup, teen kapsule, tablete i šumeće tablete blagi su za želudac i sigurni za primjenu.

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www.belupo.hr, besplatni info telefon: 0800-20-30-40, bezreceptni@belupo.hr

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