



BATTLE THE “BLECH”

CONSIDERATIONS FOR YOUR OTC PRODUCTS



You know that active pharmaceutical ingredients (APIs) come with inherent taste challenges, like bitterness and lingering metallic taste. Taste modification can help improve palatability to keep your products as a part of your consumers' regimen. Taste modification uses specially designed flavors systems that modify perceived attributes of a product rather than deliver a charactering flavor. It allows you to meet operational and development requirements while delivering consumer preferred taste profiles.



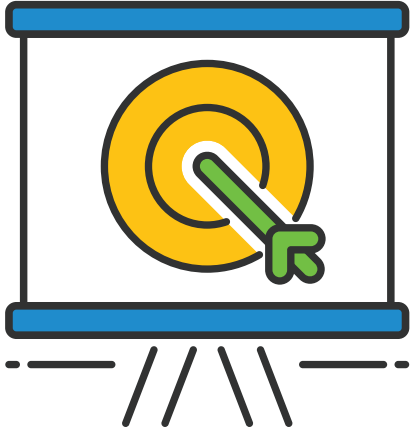
TOP

CONSIDERATIONS

TO TAKE INTO ACCOUNT

NO. 1	DOSAGE FORMS. There are many different bases used to create OTC products. The taste modifiers used in the product must work well within your given base. Solubility is a key component your flavor supplier will examine. Flavor suppliers should request your product base to ensure optimal flavor customization (and we recommend you supply it, if possible.) Importantly, flavor suppliers should recommend taste modification options that mask off-notes commonly associated with APIs while not interfering with the dosage efficacy of your product.	OUR ADVICE: ALL ABOUT THAT BASE. Providing product base allows McCormick Flavor Solutions' team the fastest and most efficient way to deliver optimal taste modification solutions. APIs aren't the only ingredients that can bring taste hurdles. Other ingredients like binders can contribute to taste too. Creating a neutral base provides greater flexibility in delivering on consumers' preferred tastes.
NO. 2	PROCESSING PARAMETERS. Dosage compliance and adherence keep consumers healthy. Processing parameters, based on the dosage delivery form, can also impact the final taste profile. Flavor suppliers should understand the basic processes used in the dosage form whether it be gummies, capsules, or tablets.	OUR ADVICE: COMMUNICATION IS KEY Let McCormick Flavor Solutions know about general processing parameters of your product. This information is not only useful in determining best flavor selection, but it is also necessary for usage level recommendation in the final product formula.
NO. 3	SENSORY VALIDATION. Flavor suppliers should validate the flavor solution from a sensory perspective. They should request your product base to ensure optimal flavor customization and sensory validation. When dealing with APIs, live consumer tasting and validation can be complicated and time-consuming. Flavor suppliers may recommend methods that do not require ingestion of APIs.	OUR ADVICE: USE DATA-DRIVEN FLAVOR DESIGN McCormick Flavor Solutions' expertise in Data-Driven Flavor Design combines our expertise in taste modification, flavor creation and advanced analytical methods using tools such as e-tongue and e-nose to ensure the best solution for your product. McCormick Flavor Solutions experts use these techniques combined with sensory methods such as descriptive analysis to validate against your “gold standard taste.”

LET'S TALK DATA-DRIVEN FLAVOR DESIGN



OK, so let's say you've identified your "gold standard taste," but your product just isn't hitting the mark. When dealing with APIs, live consumer tasting and validation can be complicated and time-consuming to say the least. What if you could predict and validate a solution in an easier way?

McCormick Flavor Solutions' approach to challenges like yours is data-driven, combining the absolute latest in:



ELECTRONIC SENSING EXPERTISE



CUSTOM ANALYSIS



INGREDIENT KNOWLEDGE



ARTISTRY OF FLAVOR CREATION



KEEP THE
"BLECH OUT"
LET'S TALK.



We understand your consumer's wellness and dosage safety are top priorities. Each and every product is unique and needs customizable taste solutions. We got you covered. Our expertise in OTC products extends across many different types of dosage forms. Let us help with your taste challenges.



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