



The Sudocrem brand encompasses skin care products. Celebrating its 80th birthday in 2011, Sudocrem Antiseptic Healing Cream has an illustrious heritage and has proved itself as a product that can be trusted to soothe, heal and protect babies' skin from nappy rash. Instantly identifiable, thanks to its familiar grey tub, this multiple award-winner is recognised as the nation's favourite nappy rash cream and has been market leader in its sector for decades.



**Market**

The UK baby nappy rash market is worth £23 million (Source: Information Resources Incorporated (IRI) October 2010) and is on the increase; between 2009 and 2010 market growth was seven per cent (Source: IRI 2010). Forest Laboratories' Sudocrem Antiseptic Healing Cream has dominated this category for the past 30 years and holds 65 per cent of total category volume sales (Source: IRI 2010). Even with the increasing popularity of disposable nappies, Sudocrem Antiseptic Healing Cream remains as popular today as ever.

**Product**

Sudocrem Antiseptic Healing Cream is clinically proven to treat nappy rash; however, the cream's combination of ingredients makes it a versatile product for use by the whole

family. As well as treating a baby's nappy rash, it can help teenagers treat their acne, and older people treat skin problems such as incontinence dermatitis. Sudocrem Antiseptic Healing Cream is also recommended as a first aid box treatment for minor burns, sunburn, cuts and grazes thanks to its antiseptic and mild anaesthetic properties.

Sudocrem Antiseptic Healing Cream is available both over the counter and via prescription. Generations of healthcare professionals have put their trust in Sudocrem Antiseptic Healing Cream and in 2009, more than 600,000 prescriptions were written for Sudocrem Antiseptic Healing Cream.

Sudocrem Antiseptic Healing Cream is available in a range of classic tub sizes to suit every need,

from the big value 400g down to a portable 60g mini tub that is well suited to the travel market.

**Achievements**

Sudocrem Antiseptic Healing Cream has been the market-leading nappy rash cream in the UK for more than 30 years and has achieved total penetration across the UK's pharmacies.

It has carved out a niche as a first aid cream that can be used at all life ages and stages, from birth into old age. As well as being a mother's staple, it has earned recognition and a following among healthcare professionals.

Thanks to its consistent, reliable positioning and proven product performance, the Sudocrem brand has earned a plethora of top-class awards over the years – and continues to do so, year in year out.



**Recent Developments**

In 2009 Forest Laboratories launched a new addition to the brand portfolio: a portable 30g white tube of Sudocrem Skin Care Cream. This new cream has similar ingredients to the classic Sudocrem Antiseptic Healing Cream in the grey tub, but in slightly different proportions.

Sudocrem Skin Care Cream is aimed at helping to maintain healthy skin, whatever a person's age, as part of their daily skin care routine. The tube size is designed to make it appeal 'on the go', especially when travelling as it is compliant with aeroplane hand-luggage restrictions. The cream is versatile and thanks to its gentle and soothing properties, can be applied as often as is needed. It can be used on problem skin, such as spot or blemish-prone areas, or the dry patches common on elbows and knees, and is also suitable for use on skin that has been exposed to the sun.

During 2011 the Sudocrem brand will see further product development and new product launch plans.

In response to requests to provide more training to pharmaceutical assistants, Forest Laboratories has also embarked on an educational programme that focuses on therapeutic approaches to skin care.

**Promotion**

The brand makes use of a diversified range of promotional activities in order to communicate its unique selling points and illustrious brand heritage.

Consumer-facing promotion takes the form of traditional, above-the-line media such as television, outdoor and parenting press. In 2011 Sudocrem Antiseptic Healing Cream will continue to invest in television advertising aimed at mothers with young children (from babies up to five years of age) to communicate the product's many possible uses. The Sudocrem Skin Care Cream tube will also be



promoted to adults through further television advertising. The campaigns will be broadcast across terrestrial, digital and satellite channels.

In addition, two new press executions will feature in the leading parenting magazines. Multi-platform, fully integrated social media campaigns, as well as the current online campaigns on leading parenting websites, will complement the classic promotional channels.



Alongside the consumer strategy, a full programme for promotion within the medical community sees the brand actively engage with primary care healthcare professionals and pharmacists. Annually, Forest Laboratories attends more than 50 nursing and specialist exhibitions, reaching thousands of health visitors, midwives and district nurses. Forest also arranges bespoke symposia, providing education and support to these vital individuals. In addition, a dedicated sales team visits nursing homes nationwide to promote the benefits of Sudocrem Antiseptic Healing Cream in caring for elderly skin.

**Brand Values**

Through its consistent and robust formula, Sudocrem Antiseptic Healing Cream, in the classic grey tub, has become a consumer stalwart with a strong brand heritage. A clinically proven cream that can soothe, heal and protect, its key brand values are: gentle, effective and trusted. Meanwhile, Sudocrem Skin Care Cream, in the white tube, is fast establishing itself as a 'use anytime, use anywhere', credit-crunch skin care cream.

Always read the label.

**Things you didn't know about Sudocrem**

Although it's best known for helping to ease babies' nappy rash, Sudocrem Antiseptic Healing Cream can also be used for treating sunburn, minor burns, cuts, grazes, eczema, chilblains and acne.

More than eight million tubs of Sudocrem Antiseptic Healing Cream were sold in the UK between September 2009 and September 2010 (Source: Company Data).

Many athletes such as runners and cyclists use Sudocrem Antiseptic Healing Cream to treat minor cuts and grazes.

The new Sudocrem Skin Care Cream tube further widens the brand's appeal and usage opportunities, thanks to its portable size.

1931	1950s	1960s	1977	1985	2007
Thomas Smith develops Smith's Cream in his Dublin pharmacy. The cream is distributed across Ireland.	Smith's cream is renamed Sudocrem Antiseptic Healing Cream.	Sampling to parents and healthcare professionals, to broaden the cream's appeal, begins.	Sudocrem Antiseptic Healing Cream is launched across the UK.	A new manufacturing facility opens in Dublin.	Sudocrem Antiseptic Healing Cream celebrates its 30th UK birthday and continues its reign as the number one selling nappy rash cream.

2009	2011
Also in 2007, the brand embarks on its first national television advertising campaign to highlight its multiple uses.	<p>Sudocrem Skin Care Cream, for adults, is launched in a distinctive white tube.</p> <p>A milestone year: the Sudocrem brand celebrates its 80th birthday.</p> <p>Sudocrem products are now available in more than 35 countries worldwide – and counting.</p>