

Innovation Showcase – Cough, cold & allergy



Brand	Dymista Control
Marketer	Viartis
Owner	Viartis
Major Category	Cough, cold & allergy
Subcategory	Allergy remedies
Region	Europe
Country	UK
Activity	Switch
Activity Date	April 2025

Details Indicated to relieve symptoms of seasonal allergies. Claimed to provide fast relief from runny nose, nasal congestion, itchy nose, sneezing, itchy eyes and watery eyes. Nasal spray in outer box. RRP: £19.99 (\$26.89)

Status OTC (P)

Pack Size 25ml

Format Spray - nasal

Dose Adults 18 years+: 1 spray in each nostril once daily

Ingredients Per 1 spray: Azelastine HCl 137mcg, fluticasone propionate 50mcg

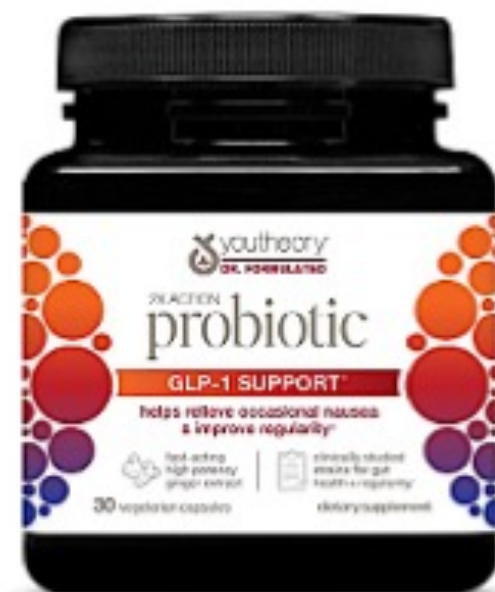
Innovation Ranking ★★★★★

Note also 4 stars awarded as it is the UK's first antihistamine-steroid combination nasal spray available without a prescription, following UK MHRA Rx-to-OTC switch approval in early 2025. The launch was backed by TV ads featuring a skydiver explaining the product's benefits and fast, effective allergy symptom relief; meanwhile, training for pharmacists included advising them to check whether potential users are dissatisfied with the relief levels provided by single-ingredient alternatives, and explaining how to use Dymista Control, with the training programme aimed at preventing potential OTC purchasers being directed back to the doctor and Rx Dymista

Ingredient & Flavour Trend 6: GLP-1 support & stimulators

Spike in obesity treatment NPD with focus on GLP-1

- Areas fuelling NPD in this space include: support products for people taking GLP-1s; fibre complexes engineered to mimic delayed gastric emptying caused by GLP-1s; “natural Ozempic” products, with berberine and dihydroberberine (more highly bioavailable); products claimed to stimulate natural GLP-1 production
- **The Vitamin Shoppe** launched a new Whole Health Rx GLP-1 Support range in 2025 (USA), including SKUs like Fibre (Fibersol-2, inavea pure acacia, NatureKnit fibre matrix), and Synbiotic (prebiotic, probiotic, postbiotic blend)
- Also in USA, **Nutrawise** launched the Youtheory GLP-1 Support range of support supplements, including High Potency Multi, 2x Action Probiotic (to encourage digestive comfort during weight loss), and Muscle Guard Protein
- **Feel’s** Pro Metabolic was a key launch in UK, positioned to stimulate the body’s GLP-1 secretions, using a proprietary blend of kombucha black tea, soy peptides, Bifidobacterium breve, and Rokit apple (trademarked) to manage appetite
- In China, **Cheong Kwan Jang** introduced GLPro Blood Double Cut Glucose & Body Fat Care for natural GLP-1 production, while **Vitafor** launched Multivitamínico GLP-1 Support with amino acids in Brazil
- Major CHC marketers have also been joining the GLP-1 supplement fray in 2025, with **Haleon** launching Centrum Nutrient Replenish (USA) and **Otsuka** unveiling Nature Made GLP-1 Companion Health Pack Daily Packets (USA)

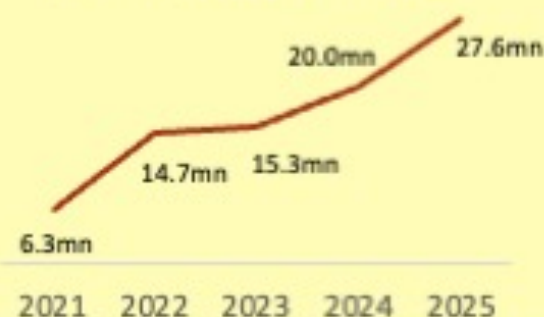


USA: Nerve Nerve Relief (P&G) – 3* innovation

Continued growth as P&G highlights global leading nerve health status

- Rolled out as part of wider Nerve supplement range in USA, targeting older consumers suffering from “occasional nerve aches, weakness or discomfort”
 - ✓ Nerve Health supplement and Nerve Relief PM introduced simultaneously
- Highlighted as from “the world’s #1 selling nerve care company” based on established international position of Neurobion (particularly in APAC and LATAM)
- Formulation with vitamin B + alpha-lipoic acid (ALA) – the latter claimed to reduce nerve discomfort by 50% after 4 weeks – offers enhanced formula vs core Neurobion
 - ✓ Positioned to reduce nerve pain in 7 days; unique “nerve relief” VMS positioning and natural formulation on US market
- Significant A+P support has focused on TV, digital and social media, with HCP endorsements and consumer testimonials forming the bulk of promotion
 - ✓ Emphasis placed on practical difficulties of life with nerve problems (e.g. walking down stairs, dropping objects, inability to play instruments) and relief offered by product = creation of brand affinity
- P&G extended the line with a Nerve Health gummies format in 2025, suggesting that Nerve Relief may also be expanded with new formats
- In addition to targeting the continually aging population, sugar-free status = key for diabetic suitability, as a demographic niche that commonly suffers from nerve damage

USA: Nerve Nerve Relief sales (US\$m); DB6 FY 2021-25



How Nerve Changed Three People's Lives | Nerve

Summary – Major NPD Trends

- Over the past 2 years, *CHC New Products Tracker* has witnessed a **recovery in global NPD activity** following a sharp drop-off in launch activity post-Covid (2022-23). **Asia-Pacific** is the main region, and **VMS** is the main category, driving this resurgence
- NPD activity trends also continue to evolve post-Covid. In 2024, we saw a clear shift to subcategories that promote beauty and cognitive health, whereas in 2025 **probiotics, multivitamins and herbal & natural joint health** were in the ascendancy
- Certain CHC subcategories like aesthetic treatments and herbal & natural immune stimulants recorded a marked drop-off in NPD activity in 2025, whereas others like **herbal & natural joint health** and **obesity treatments** (just outside the Top 10) are seeing a notable acceleration in launch activity. Despite a fluctuating trend, **acne remedies** also had a strong year in 2025

GLOBAL: TOP 10 CHC SUBCATEGORIES BY VOLUME OF NPD ACTIVITY, 2023-25

