

# Maalox®

## THE MARKET

Heartburn is an uncomfortable feeling of burning or warmth in the chest which often is first felt in the stomach and then rises to the chest and through the throat. Heartburn can be an occasional or recurring condition. In the simplest terms, heartburn occurs when stomach acid, used for digestion, backs up into your esophagus. Forty percent of adults treat this condition with nonprescription products.\* For over 50 years, Maalox has represented fast and trusted heartburn relief and continues to be one of the leaders in the antacid marketplace.

## ACHIEVEMENTS

Maalox has leveraged the long-standing heritage of its heartburn relief liquid business to extend into new forms and segments. Recent new product launches include Maalox Total Stomach Relief, which was introduced in 2004 and became the number-two product in the upset stomach segment. In 2005, the brand launched Maalox Antacid Barrier, which is the brand's long-lasting heartburn relief offering. The introduction of these new products has enabled Maalox to offer consumers the most diverse lineup of stomach relief products.

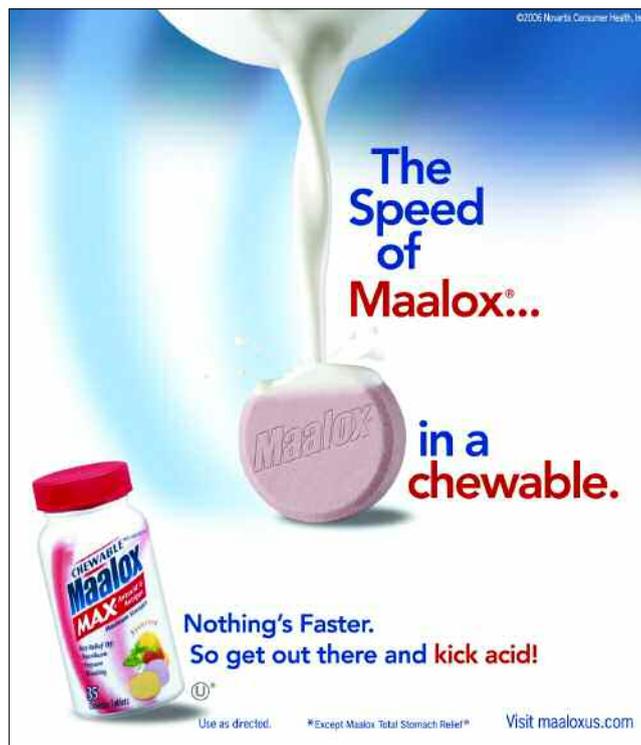
Additionally, Novartis Consumer Health, Inc., and the Orthodox Union (OU) jointly announced Maalox to be the first kosher certification of a mainstream adult over-the-counter (OTC) medication, a true testament to the quality and consumer reach of the Maalox brand. This certification includes all

chewable and liquid formulations with the exception of Total Stomach Relief. Maalox is now available to the kosher consumer as well as to those

who sold only as a liquid. The formulation was kept as a trade secret, and was considered an ethical scientific product, not a consumer product. In the 1950s, Maalox was seen as a safe and accessible product, and won a strong consumer following as sales took off nationally while every batch continued to be made by just two pharmacists. The 1960s saw Maalox become the flagship heartburn relief product with virtually no competition, allowing the brand to become a mass-quantity antacid supplier for the U.S. military. As demand grew, production began to expand to a larger scale, and the era of the pharmacist-made Maalox came to an end.

The Maalox brand continued to grow in the 1970s and was sold internationally as it became a common household brand. In the 1980s Maalox was firmly established as a consumer product, and the product line was enhanced as more flavors were introduced. At the same time, the famous "Maalox Moment" advertising campaign was launched. The captivating campaign included "Maalox Moment" awards that were given to people experiencing challenging moments.

The success of the Maalox brand continued with the introduction of innovative products to the category through Quick Dissolve Tablets in the 1990s. In 1990, Rorer merged with Rhone Poulenc (now Aventis), and in 1995, Ciba (a predecessor to Novartis) purchased North American rights to produce and sell the Maalox brand. Today, Maalox items for the North American market are produced at the Novartis production facility in Lincoln, Nebraska.



who may not keep kosher but who look for the OU symbol as a sign of quality. Those OU products that do not contain meat or dairy are also popular among vegetarians and those who are lactose intolerant.

## HISTORY

In 1949, Maalox antacid was introduced to the Philadelphia area market by William H Rorer Co., a company owned by three Rorer brothers, and



**THE PRODUCT**

The fast and trusted relief of the Maalox brand and its long-standing heritage have enabled it to extend beyond liquid heartburn relief into a broader range of stomach treatments. While still rooted in the liquid antacid segment, the Maalox brand is also a key player in the chewable tablets segment. The active ingredient in the base chewables formulation is calcium carbonate, making Maalox Chewables a good source of calcium and a trusted product for heartburn relief.

Novartis markets a wide range of Maalox heartburn and stomach symptom relief products. Maalox Regular Strength liquid and chewables are the solution for consumers who suffer from heartburn only and are looking for regular-strength relief. When acid keeps coming back, Novartis provides Maalox Long Lasting Antacid Barrier chewables. For relief of heartburn plus pressure and bloating commonly referred to as gas, Novartis offers Maalox Multi-Symptom (formerly Maalox Max) in liquid and chewables. Finally, Novartis expanded into the upset stomach segment by launching Maalox Total Stomach Relief liquid in 2004. This Bismuth Subsalicylate formulation provides relief of six stomach symptoms: upset stomach, indigestion, nausea, diarrhea, gas, and heartburn.

**RECENT DEVELOPMENTS**

Building upon the success of recent new product introductions, Novartis initiated a packaging change in June 2005 for the Maalox line to enhance the shopping experience. The packaging changes clearly differentiate each Maalox product and help consumers easily identify the right Maalox product for their symptoms. Additionally, contemporary shrink-wrap labels were used instead of sticker labels, differentiating the brand from the competition.

Novartis launched a new Maalox Web site — [www.maaloxus.com](http://www.maaloxus.com) — where people can get information on the brand and heartburn. The Web



site not only provides detailed information about all of the Maalox products, but also provides tips on treating and preventing heartburn and upset stomach. Consumers also have the ability to visit the site and get coupons and other promotional offers and request free samples of Maalox products. A unique feature of the site is the Remedy Finder, a tool that allows consumers to enter their symptoms and form of choice. The remedy finder

then directs them to the Maalox product that best suits their needs. The introduction of the Maalox Web site is a result of the commitment the Maalox brand has to providing consumers with the education, advice, and value they deserve.

**PROMOTION**

In February 2006, Novartis kicked off a Maalox Chewable Tablets sampling tour across the country, stopping at a number of the largest PGA, LPGA, and SPGA golf tournaments. The tour began at the FBR Open at the TPC at Scottsdale, which set the all-time attendance record for a PGA event at 536,767. Throughout the tour, over 1 million samples of Maalox Chewable Tablets will be distributed. Featured at each of the PGA and LPGA tournaments will be the Maalox-branded “World’s Largest BBQ Pit.” The Pit is a 75-foot-long smoker capable of cooking over three tons of food at the same time. The sampling tour not only enables the Maalox brand to drive awareness and trial on the chewable offerings, but also provides the PGA, LPGA, and SPGA with another attraction for the hundreds of thousands of golf spectators who attend each of these events.

Novartis also firmly believes in supporting community initiatives and became a proud partner in the UPromise program in 2005. This program provides consumers with a way to start saving for college by simply purchasing the products they already love. As a participating partner in the program, each time registered UPromise consumers purchase a Maalox product with their

registered cards they will receive 1 percent of their purchase back into their UPromise account. Maalox is currently the only heartburn relief brand on the market partnering with UPromise to help families save for college.



**BRAND VALUES**

Maalox is a brand committed to continuously improving the quality of the heartburn and upset stomach relief products it has provided for over 50 years. This value is reinforced by the numerous product introductions throughout the years and the announcement of the first Kosher-certified antacid in the category. Maalox continues to be one of the most trusted antacid brands on the market and is committed to providing the highest-quality relief to its consumers.

\*July 2005 OTC Concept Screen. Ipsos-Insight, Inc.

**THINGS YOU DIDN'T KNOW ABOUT MAALOX**

- Maalox is a global brand, marketed in over 40 markets.
- In the United States, Maalox has total brand awareness of 99 percent.
- The formulation can be found in Mexico under the name Melox.
- The origin of the Maalox name is the active ingredients in the base liquid formulations: MAgnesium ALuminum Hydroxide (OX).
- The Maalox brand continues to be mentioned in everyday language in North American culture as a reference to food/stress moments and events (for example, “Maalox moment,” “Maalox masher”).