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**THINK LATERAL !**

**VALOIS PHARMA SIDE  
ACTUATED NASAL SPRAY  
DEVICE**

# NASAL ALLERGY Rx MARKET : Trends

- Mature market in developed countries
- Few NCEs = Value shift to the device
- Generics threat → LCM

Opportunity for new devices improving patient compliance and market differentiation

SIDE ACTUATED NASAL  
SPRAY DEVICE

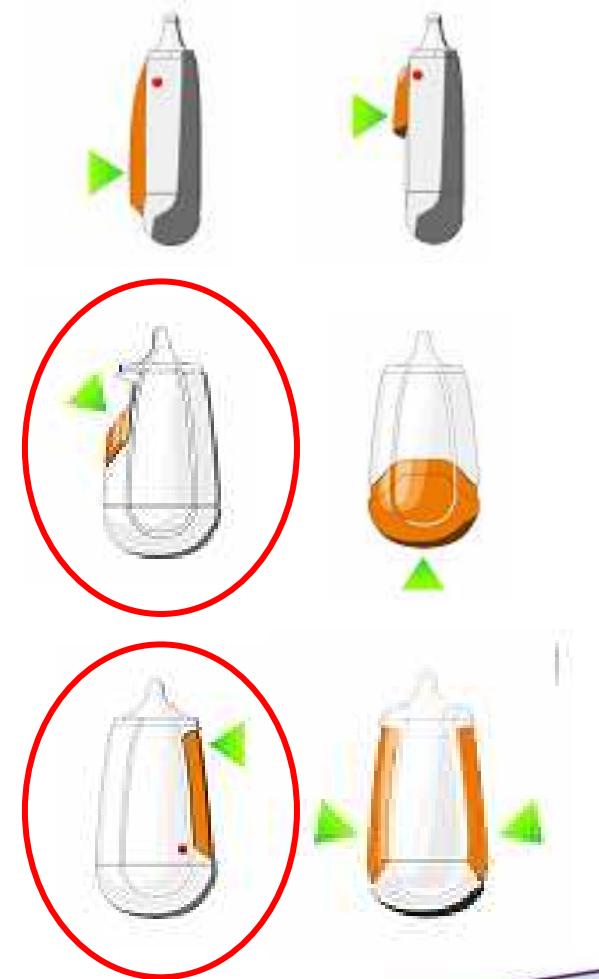
# RESEARCH FINDINGS : *The voice of the patient*

## OVERALL RESEARCH FINDINGS

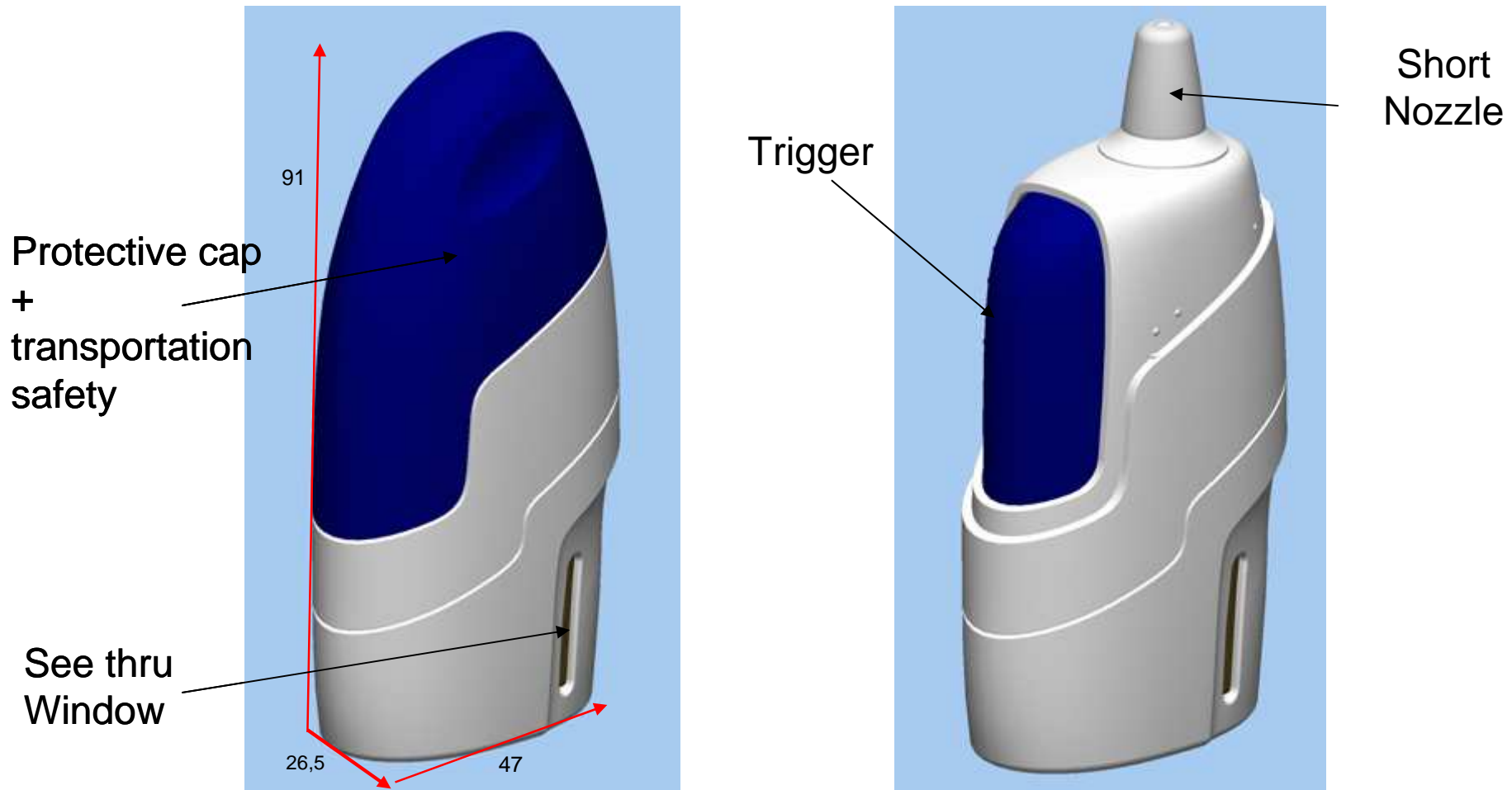
- Though patients are satisfied with their current samples ...
- [Side Actuation provides a meaningful patient benefit](#)
- In particular, lateral (vs front) side actuation

## EXPECTED FEATURES

- Gripping ease (#1 in importance)
- Force to actuate (#2 in importance)
- Definitive stroke: confidence that the right dose is dispensed (steroids)
- Fingers away from nostrils (ergonomics, hygiene) But not too far away (to keep an accurate control during spray delivery)



# VALOIS PHARMA NOVEL DEVICE



# VALOIS NOVEL DEVICE KEY FEATURES

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- EASE OF USE
  - Compact, Ergonomic, Intuitive design
  - Soft actuation
  - Level indicator windows
- PATIENT COMFORT
  - Short and motionless nasal nozzle
  - Fingers no longer in contact with nostrils
- PRODUCT DIFFERENTIATION
  - Easy to customize



# SECOND RESEARCH FINDINGS

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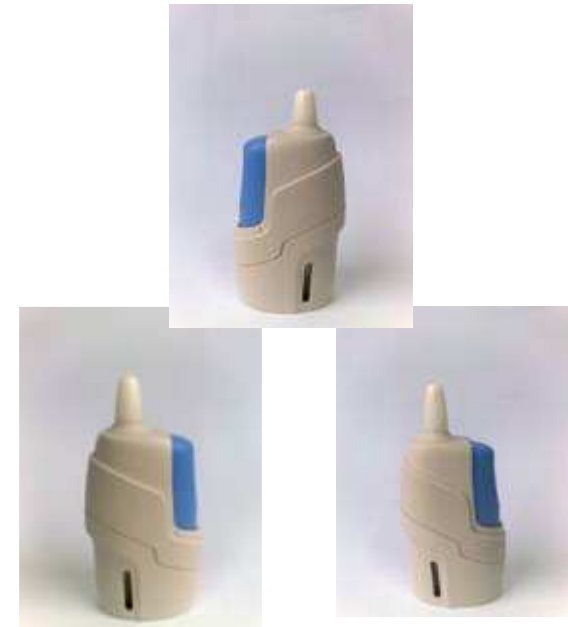
- Test performed in the UK
  - 10 Nasal spray users (2IDIs + 4Dyads)
  - 5 Physicians (3 GPs + 2 ENTs – IDIs)
- The objectives
  - Make sure that Valois Pharma Novel Device is well accepted by patients and physicians
  - Identify what are the advantages over the existing offer and whether there is a need for further improvement
  - Assess different nozzle lengths



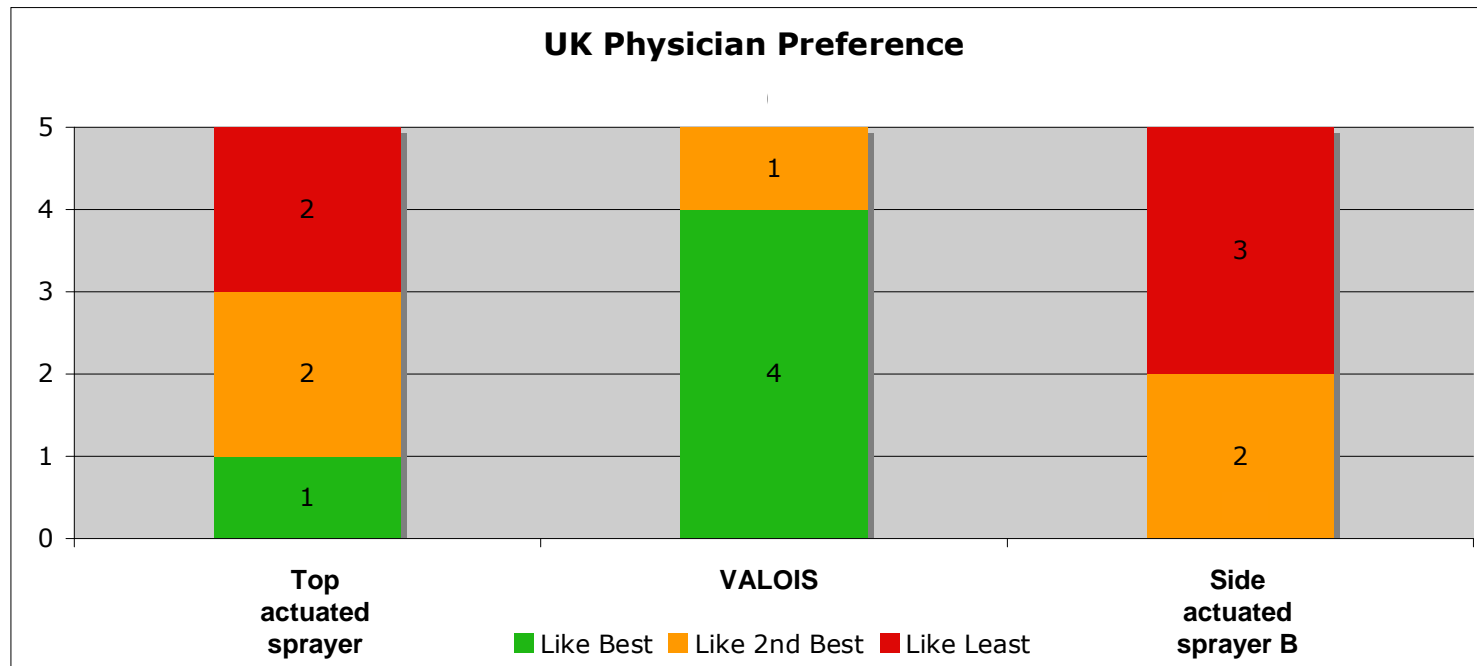
# SECOND RESEARCH FINDINGS

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- The contenders
  - The leading top actuated nasal sprayer and the only marketed side actuated nasal sprayer for Allergy drugs
  - Valois Side actuated device with 3 nozzle lengths



# SECOND RESEARCH FINDINGS



VALOIS Pharma Novel Device preferred amongst physicians, followed by Top actuated and Side actuated sprayer B;

**Before seeing alternative options, 4 of 5 physicians preferred VALOIS;**

**after seeing longer nozzle options, all 5 preferred VALOIS as #1**

# SECOND RESEARCH FINDINGS

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## PHYSICIANS :

From those rating it #1:

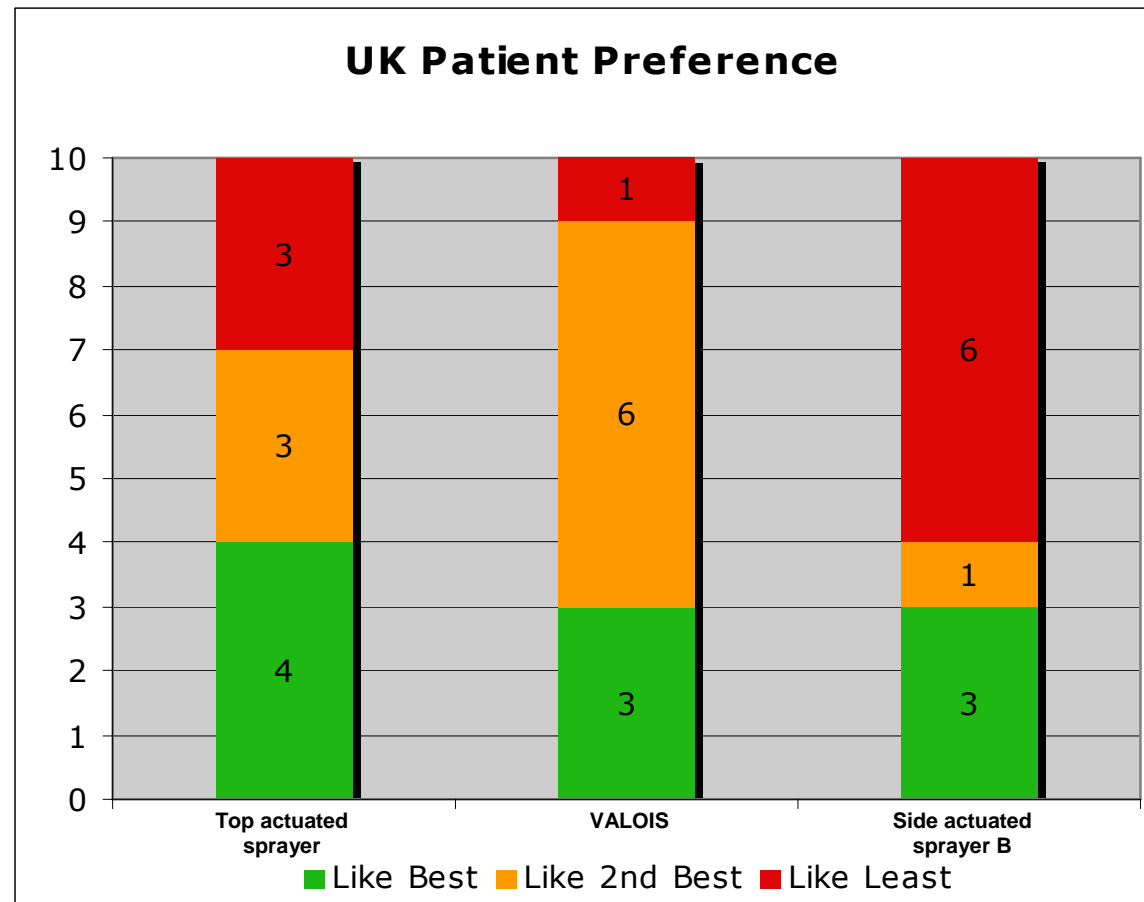
- ◆ **Easy to use ... leads to compliance**
- ◆ **Feels solid/well-made**
- ◆ **Comfortable feel in hand, easy location of digit on actuator**
- ◆ **Looks nice**
- ◆ **Nozzle must be appropriate size that will suit most people/ages**
- ◆ **Good for children (easy to press)**
- ◆ **Novelty factor**
- ◆ **Viewing window is an improvement**
- ◆ **Lid should be made easier to remove**
- ◆ **Drug delivered more effectively to site of action**

From those rating it #2:

- ◆ **Small size of top actuated sprayer wins over Valois Pharma Novel Device (changed once new nozzles were presented)**

From those rating it #3: (none rated as #3)

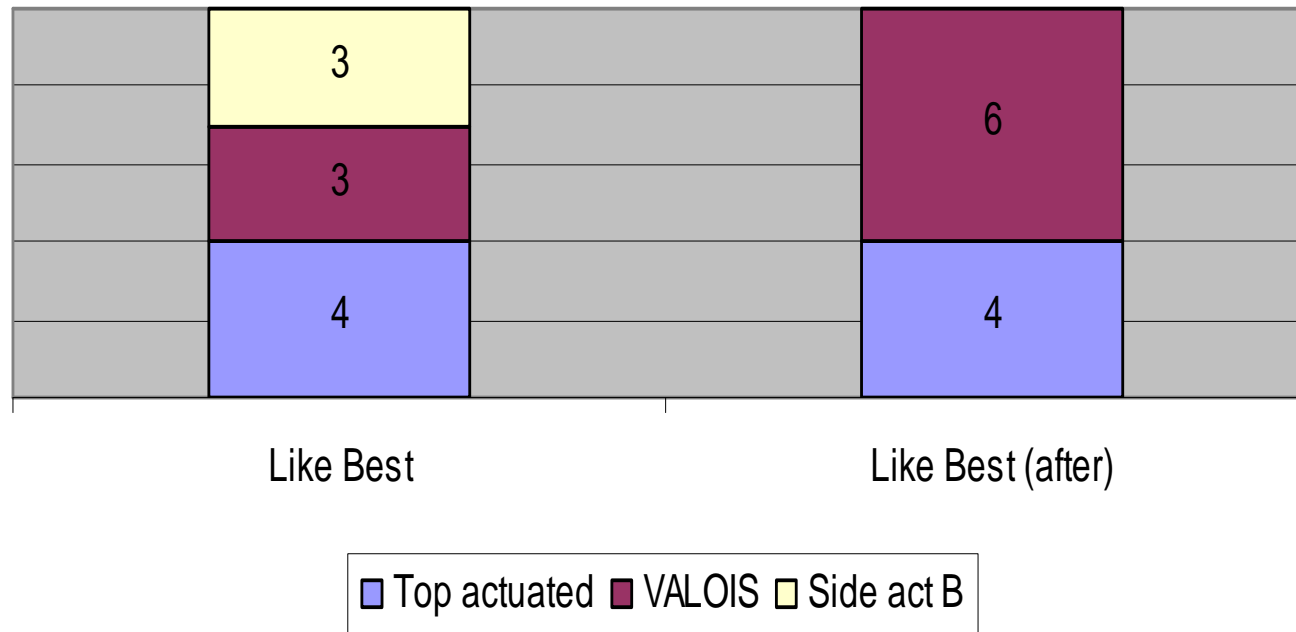
# SECOND RESEARCH FINDINGS



Valois Pharma Novel Device was rated as “best” or “second best” in 9 of 10 UK patients

# SECOND RESEARCH FINDINGS

## UK patient preference (before and after)



After exposing to alternative nozzles, Valois Pharma Novel Device was rated as “Best” by 6 patients and “second best” by 4 patients ...

# SECOND RESEARCH FINDINGS

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## PATIENTS

From those rating it #1 with modified nozzle:

***User-friendly, easy to grip***

***Well-designed, functions well***

***Like longer nozzle, can get **higher up** and be ensured it's working***

***Design is compact and clean***

***Nice size bottle, lid, nozzle length***

From those rating it #2 with modified nozzle:

***The longer nozzle makes the choice MUCH CLOSER, but still prefer top actuated sprayer***

***Don't want something so space-age***

***Lid is like a jigsaw puzzle***

***Must switch hands to do other nostril, prefer top actuated sprayer***

From those rating it #3 with modified nozzle: (none)

# CONCLUSIONS

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- 3 key characteristics identified in the 1st PAT are achieved :
  - Good grip
  - Force of actuation
  - Definitive stroke
- In our test, Valois side actuated device was well accepted by patients and physicians and preferred to the existing offer
- Longer nozzle is a plus
- Test in the US to be performed to confirm UK results

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**THANK YOU !**  
**QUESTIONS ?**  
**Welcome to our Booth E33**