



# Pharmaquest

A Magazine for Pharma Business

Nov-Dec 2006

Rs. 100/-

**CPhI Makes India Debut at  
58th IPC & Pharma-Expo '06**

**It's Now A Grand  
Global Show**

**A Phenomenal Step  
for Indian Pharma Market'**  
- M. Gandhi

**Novartis more  
global than local**

**Roche Group tops list of  
biotech & pharma firms**

**MEDIA**  
connecting global business

## Protecting kids from dangerous drugs A Unique Safety Packaging Concept

Safer Concepts is a privately owned company whose vision is to introduce PharmaLoc®, a new tamperproof and child-resistant packaging that is both simple but effective in its design and functionality. PharmaLoc® has universal applications also within other industries that have incidence of child death and injury.

Furthermore, PharmaLoc® was designed to meet and exceed any and all future market requirements and to future-proof against competitors. The design is superior to all forms of current packaging and comprehensively meets and exceeds the amendments made to the Therapeutic Goods Act that requires all Schedule 1 & 2 Pharmaceuticals to be encased in child-resistant packaging by 2007.

"The initial concept was borne through the direct professional involvement with children during my tenure as a primary school teacher. Having prior sales and marketing experience coupled with a true understanding of the fine motor skills of pre-school and early primary-aged children, I recognized the need for tamperproof and child-resistant packaging for the prevention of injury or death of children at a pre-school and early primary school age," said Nick Katsis, Director- Safer Concepts

"As a result, our main focus and ultimate aim, is to source an innovative company that is genuinely interested in the safety of our children and has the foresight to acknowledge the merit in the application of this innovation, embrace and comprehensively implement the patented design into the marketplace through a licensing agreement or as part of a joint venture," he said. Katsis said that Safer Concepts had a desire to serve the vast community in a philanthropic capacity by donating funds to select charitable organizations whose emphasis is the well being of children within our society and abroad.

### Key Product Strengths

- PharmaLoc® requires the use of two hands and five fingers to operate.
- Sturdy environmentally friendly plastic construction that is extremely robust and has indefinite shelf life.
- Variable mechanism cycle life dependent on product and manufacturer requirements.
- Four-point locking mechanism for added safety and

child-resistance.

- Double-locking mechanism for added convenience.
- Reversible single and double entry design that also allows for left and right handed operation.

- PharmaLoc® exceeds the abilities, fine motor skills and dexterity of use by early primary aged child.

- PharmaLoc® meets and exceeds stringent governmental requirements as per current amendments to the Therapeutic Goods Act.

- PharmaLoc® has been designed to prevent access by infants and early primary aged children aged from 0-84mths and significantly delay entry by children aged 85 months and above.

### Goals & Objectives

To provide an extremely tamperproof and safe child-resistant packaging for application within the pharmaceutical and complementary medicine that utilizes our unique patented operating system.

To reduce the incidents of injury and death sustained through the accidental ingestion of pharmaceutical and complementary medicines.

To generate public awareness through ongoing campaigns that educate the public to PharmaLoc® and its patented design being synonymous with safety when compared to current inferior packaging.

To highlight to appropriate bodies of the current inadequacies of current packaging and the necessity to implement the tamperproof and child-resistant packaging in order to reduce incidents and risk of injury and death to lives.

To seek and gain endorsements from organisations such as Kidsafe, MUARC, Royal Children's Hospital, ACCC and Standards Australia.

To seek and gain the support and backing of the Insurance Industry with a view to amending current policy schedules to ensure compulsory adherence to new safety requirements by policy holders.



Nick Katsis

To allow for company entrance and growth within the \$22billion global pharmaceutical packaging sector and the subsequent \$4billion specialty pharmaceutical packaging sector.

**Problems**

Current problems exist within the pharmaceutical and complementary medicine industries relating to packaging that allows for ease of access and use by infants and early primary aged children. This creates numerous incidences of death and a very high incidence of injury that costs approx. \$100-400million+ to healthcare system.

**Opportunities:**

The market is primed for the introduction of tamperproof and child-resistant packaging within the specified industries due to the extensive focus by the media as a result of accidental child death and injury. Furthermore, it has now become mandatory as a result of amendments made to the Therapeutic Goods Act that requires all Schedule 1 & 2 pharmaceuticals to be encased in child-resistant packaging by 2007.

Safer Concepts had the vision and foresight for the need of Tamper-proof and child-resistant packaging and invested extensive funds into patenting rights and Research and Development to ensure it offered the marketplace a superior product that encompasses all amendments and requirements of the Therapeutic Goods Act.

**Competition**

**Current manufacturing**

- Currently, there is no corporation that produces an effective tamperproof and child-resistant package that is similar to PharmaLoc® .
- Main competition and opposition will come from the cardboard manufacturing industry.
- Screw-cap bottles are direct competition but are an inferior and outdated product with limited uses.

**Competitive Advantage**

- Safer Concepts is well placed to take advantage of the amendments to the Therapeutic Goods Act as it commenced development of PharmaLoc® prior to all known competitors.
- Safer Concepts will subsequently be the first company to license PharmaLoc® into marketplace to meet stringent amendments made to the Therapeutic Goods Act requiring all Schedule 1 & 2 Pharmaceuticals are encased within child-Resistant
- Superior locking and unlocking mechanism and ease of Operation.

**Available Options**

**Screw Cap Bottles**

**Strengths:** Child resistant, recyclable, durable, robust, maintenance free.

**Weaknesses:** Inferior operation, manufacturing costs, inconvenient to stack on pharmacy and supermarket shelving, industry recognised faulty locking mechanism and operation.

**Cardboard Boxes**

**Strengths:** Recyclable, cheap, ease of operation, printable surface.

**Weaknesses:** Non child-resistant, inferior to plastic, crushable, chewable, non-waterproof.

**Poisonings Statistics**

**Injury and death rates:**

- Poisonings are the second leading cause of injury admissions to hospitals for children 0-4.
- Each year around 500 hundred children under 5 are admitted to hospital overnight or longer for a poisoning.
- Poisonings account for 13 percent of injury hospitalisations overnight or longer for children 0-4. this figure increases to 16 percent if day admissions are included.
- Although the average hospital stay for a child who has been poisoned is 1.3 days, some of these injuries result in lifelong consequences.

**Causes:**

- The most common agent of poisoning amongst preschoolers admitted to hospital in Australia was the group of aromatic analgesics including paracetamol.
- In terms of health burden, the more important agents were anticoagulant medications, tranquillisers, barbiturates and antipsychotic and neuroepileptic medications.
- Paracetamol is among the substances most frequently listed in telephone enquiries or attendances for suspected overdoses in infants, this is probably attributed to the fact that it is one of the most frequently used medicines for infants in the home.

**Where and when:**

- The hospitalisation rate of preschoolers from medicinal poisoning was higher in rural and remote areas than in suburban areas.
- Around three-quarters of poisonings occur within the home. ■