

BrandEnhancement™

Unique Tablet Design Service



A strategic branding approach for your development process.



Brand Enhancement™ -- Unique Tablet Design Service for Solid Pharmaceutical Dosage Forms

Brand Enhancement™ is a unique tablet design service from Colorcon that establishes distinctive product identity, streamlines the solid dose development process, and enhances product lifecycle – all in a cost effective manner. With our proprietary tools and product technologies, we can help you create a memorable image for your solid pharmaceutical dosage form.

Therapeutic Category Analysis

- Distinguish your product's shape and color from others in the market
- Differentiate dosage strengths within your product line

Consumer Color Preference Research

- Correlate color choices to key brand attributes identified by a specific target audience

Regulatory Compliance Evaluations

- Select tablet colors based on approved pigments in specific geographic markets
- Identify color restrictions dictated by daily intake limitations

Authentication Technology Options

- Evaluate covert micro-tag options, easily incorporated into existing film coating manufacturing operations

Photorealistic Images and Tablet Prototypes

- Visualize and evaluate film coating colors, tablet shape, and logo combinations without producing samples
- Collaborate with development team members and speed-up decision-making
- Assess features including shape, size and logo design combinations for trademark potential
- Save time and money

Take advantage of our experience, technology and creativity to enhance your position in the marketplace.

Deliver high-performance products — with Colorcon

Choose Colorcon, leader in pharmaceutical solid oral dose solutions, as a formulation partner in every phase of your product development. Our solution capabilities originate from two main areas of expertise:

Formulation Technologies:

- Full range of functional excipients
- Technologies for development and production of delayed/enteric release and extended/controlled release tablets and multiparticulates
- HyperStart® service and extensive applications data to provide starting formulations to save you development time and money
- Extensive formulation know-how and technical support to achieve the exact drug release profile desired

Film Coatings:

- Optimized formulations specifically for your application and regulatory needs including customized colors and color matching
- Innovative products for mechanical integrity, gloss, pearlescence, and environmental protection
- Brand enhancement concepts, consulting and services to build a strong brand image and stand out from the competition

From formulation and tablet design through product differentiation and branding, Colorcon gives you everything you need to deliver high-performance products.

For more information, contact your Colorcon representative or call:

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You can also visit our website at www.colorcon.com



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