

## Headline: Orally Disintegrating Tablets and Thin Films Poised to See Strong Growth

Orally disintegrating tablets (ODTs) are coming into their own as mainstream pharmaceutical products. Oral thin films (OTFs) have also come into strong prominence with the launch of Suboxone® (buprenorphine and naloxone) thin films demonstrating a huge potential for thin films in prescription products. Statistics have shown that four out of five patients prefer orally disintegrating dosage forms over conventional solid oral dosages. These factors, coupled with convenience and compliance advantages, have been (and will continue to) pave the way for ODT and OTF drug product growth.

During a recent interview with Technology Catalysts, Bob Duffy, Marketing Manager, Excipients & Drug Delivery Systems for SPI Pharma, a leading developer of ODT formulations using its Pharmaburst® technology, stated, "Due to advances in various drug delivery technologies, of which SPI's Pharmaburst direct-compression platform is a market leader, ODTs are no longer only for treating niche therapeutic areas. With improvements in mouthfeel, disintegration time, and the ability to handle higher drug loading, the ODT market is on the verge of becoming mainstream in a variety of both prescription and OTC medications for treating pain, cough/cold, sleep disorders, GERD, and ED."

The OTF market has received a huge boost with the phenomenal success of Reckitt Benckiser's prescription thin film, Suboxone. Suboxone scored sales of \$513 million in 2011 and accounted for 96 percent of the OTF market. The success of this product demonstrates an increasing consumer acceptance of thin films as well the ability of pharmaceutical companies to successfully use thin films for lifecycle management.

The ODT and OTF markets are discussed in depth in [\*Technology Catalysts International's\*](#) latest report, *Orally Disintegrating Tablet and Film Technologies – Seventh Edition*. Key information presented in the report includes the growing Japanese generic market, ODTs in the emerging markets, ODT and OTF pipeline analysis, innovative developments for delivery of proteins and peptides via ODTs and OTFs, and new nutraceutical thin film technologies and products.

The report also includes a market analysis of both ODTs and OTFs, sales of leading ODT products in 2010-2011, ODT brand erosion by generics, late stage prescription OTFs, and the sales potential for OTFs with key APIs. Most importantly, the report contains screened and confirmed business and technology licensing opportunities from around the globe.

For complete report prospectus, pricing, and ordering information, please refer to:

[http://www.technology-catalysts.com/reports\\_services/odt7.asp](http://www.technology-catalysts.com/reports_services/odt7.asp)

### *About Technology Catalysts International:*

Technology Catalysts International ("TCI") was founded in 1979 and provides consulting services in technology transfer and business research. The company specializes in technology licensing, technology assessment, and business intelligence. With a focus on pharmaceuticals, drug delivery, consumer healthcare, and advanced materials/processes, TCI's core consulting services are based on continuous monitoring of technological product development activities on a global basis. TCI is headquartered in the US and has offices in the UK, Germany, Czech Republic, China, Korea, Japan, India, and Latin America.

### *Contact:*

Ajay Rastogi, Vice President  
Technology Catalysts International  
Telephone (703) 531-0257  
arastogi@technology-catalysts.com

<http://www.technology-catalysts.com>