

Sudocrem®

The Sudocrem brand encompasses skin care products. Having celebrated its 80th birthday in 2011, Sudocrem Antiseptic Healing Cream has an illustrious heritage and has proved itself as a product that can be trusted to soothe, heal and protect babies' skin from nappy rash. Instantly identifiable, thanks to its familiar grey tub, this multiple award-winner is recognised as the nation's favourite nappy rash cream and has been market leader in its sector for decades.



Market

The UK baby nappy rash market is worth £24 million (Source: Information Resources Incorporated (IRI) October 2011) and is on the increase; between 2010 and 2011 market growth was seven per cent (Source: IRI 2011). Sudocrem Antiseptic Healing Cream has dominated this category for the past 30 years and holds 62 per cent of total category volume sales (Source: IRI 2011). Even with the increasing popularity of disposable nappies, Sudocrem Antiseptic Healing Cream remains as popular today as ever.

Product

Sudocrem Antiseptic Healing Cream is for the treatment of nappy rash; however, the cream's combination of ingredients makes it a versatile product for use by the whole family. As well as treating a baby's nappy rash, it can help

teenagers treat their acne, and older people treat skin problems such as incontinence dermatitis. It is also recommended as a first aid box treatment for minor burns, sunburn, cuts and grazes thanks to its antiseptic and mild anaesthetic properties.

Did You Know?

Although it's best known for helping to ease babies' nappy rash, Sudocrem Antiseptic Healing Cream can also be used for treating sunburn, minor burns, cuts, grazes, eczema, chilblains and acne.

More than eight million tubs of Sudocrem Antiseptic Healing Cream were sold in the UK between September 2010 and September 2011 (Source: Company Data).

Sudocrem Antiseptic Healing Cream is available over the counter in a range of classic tub sizes to suit every need, and is also available via prescription. Generations of healthcare professionals have put their trust in Sudocrem Antiseptic Healing Cream and more than 700,000 prescriptions were written in the UK in 2010 (Source: IMS Health November 2011).

Sudocrem Skin Care Cream – which uses similar ingredients to the classic Sudocrem Antiseptic Healing Cream, but in slightly different proportions – is aimed at helping to maintain healthy skin as part



of a daily skin care routine. The tube size is designed for people 'on the go', and is particularly useful when travelling as it is compliant with aeroplane hand-luggage restrictions. The cream is versatile and thanks to its gentle and soothing properties, can be applied as often as is needed. It can be used on problem skin, such as spot or blemish-prone areas, or dry patches common on elbows and knees, and is also suitable for use on skin that has been exposed to the sun.

Achievements

Sudocrem Antiseptic Healing Cream has been the market-leading nappy rash cream in the UK for more than 30 years and has achieved total penetration across the UK's pharmacies.



It has carved out a niche as a first aid cream that can be used at all life stages, from birth into old age. As well as being a mother's staple, it has earned recognition and a following among healthcare professionals.

Thanks to its consistent, reliable positioning and proven product performance, the Sudocrem brand has earned a plethora of top-class awards over the years – and continues to do so, year in year out.

Recent Developments

In 2012 Forest Laboratories launched two new additions to the brand portfolio: Sudocrem Kids & Babies mousses. Sudocrem Moisturising Mousse is a gentle, hypoallergenic mousse for young children and babies that helps prevent their skin from becoming dry. It uses Proderm Technology®, which is proven to gently soothe and care for delicate skin.

Sudocrem Sunscreen Mousse is a hypoallergenic high protection SPF 50 sunscreen. Using Proderm Technology®, it provides long-lasting protection and forms



a moisturising barrier that also allows skin to breathe. It has a superior four-star UVA rating and is water resistant.

Both mousses are specially formulated to protect a baby's delicate skin. Gentle enough to use every day, they are free from colours, fragrances, parabens and other preservatives.

Promotion

The brand makes use of a diversified range of promotional activities in order to communicate its unique selling points and illustrious brand heritage.

Consumer-facing promotion takes the form of traditional, above-the-line media such as television and parenting press. Sudocrem will continue to invest in television advertising aimed at mothers with young children (from birth up to five years of age) to communicate its growing range of products. In addition, new press executions will feature in the leading parenting magazines. Multi-platform, fully integrated social media campaigns – as well as the current online campaigns on leading parenting websites – will complement the classic promotional channels.

Alongside the consumer strategy, Sudocrem actively engages with primary healthcare professionals and pharmacists. Annually, Forest Laboratories attends more than 50 nursing and specialist exhibitions, reaching thousands of health visitors, midwives and district nurses. In addition, a dedicated sales team visits nursing homes nationwide to promote the benefits of Sudocrem Antiseptic Healing Cream in caring for elderly skin.

Brand Values

Through its consistent and robust formula, Sudocrem Antiseptic Healing Cream, in the classic grey tub, has become a consumer stalwart with a strong brand heritage. A clinically proven cream that can soothe, heal and protect, its key brand values are: gentle,



effective and trusted. Meanwhile, Sudocrem Skin Care Cream, in the white tube, is fast establishing itself as a 'use anytime, use anywhere', credit-crunch skin care cream.

Always read the label.

► www.sudocrem.co.uk

Brand History

- **1931:** Thomas Smith develops Smith's Cream in his Dublin pharmacy. The cream is distributed across Ireland.
- **1950s:** Smith's cream is renamed Sudocrem Antiseptic Healing Cream.
- **1960s:** Sampling to parents and healthcare professionals, to broaden the cream's appeal, begins.
- **1977:** Sudocrem Antiseptic Healing Cream is launched across the UK.
- **1985:** A new manufacturing facility opens in Dublin.
- **2007:** Sudocrem Antiseptic Healing Cream celebrates its 30th UK birthday and continues its reign as the number one selling nappy rash cream.
- **2009:** Sudocrem Skin Care Cream, for adults, launches in a distinctive white tube.
- **2011:** A milestone year for Sudocrem as the brand celebrates its 80th birthday.
- **2012:** The brand expands its product portfolio by launching two Sudocrem Kids & Babies mousses – Sudocrem Moisturising Mousse and Sudocrem Sunscreen Mousse – both of which use unique Proderm Technology®. Sudocrem products are now available in more than 41 countries worldwide, and counting.