



Drixoral™
we've got you covered™



Drixoral™

Launched in 1966 by Scherin-Plough.

Brand recognition by consumers for more than 50 years.

60 Million people in the United States suffer from allergies,
28 million regularly use nasal sprays.

A re-launch of this infamous brand will easily
net millions by end of year three.

Brand extensions of cold and flu products.

we've got you covered™





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