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Specialty OTC's The New Innovators

Miami, Florida, January, 2011 — Smaller OTC marketers are bucking the industry trends by becoming leaders in specialized segments, driving innovation and growth. A prime example is Kramer Consumer Healthcare, a small OTC pharma company that has built its business by innovating traditional products to fill unmet consumer needs. Kramer recently announced 2010 sales increased 33% versus year ago. According to CEO Gloria Rodriguez, the strong performance was driven behind the company's top selling Fungi-Nail® anti-fungal Brand, and fueled by the introduction of an innovative Pen Brush Applicator that improves treatment by helping consumers get the right amount of product right where it is needed.

“Larger companies have reallocated Brand investment, focusing efforts on a narrower portfolio. This has created a leadership and innovation void in many categories. Instead of pursuing a ‘fast follower’ strategy, specialty companies have more opportunities to drive aggressive growth through innovation.” Fungi Nail has been an outstanding market success. According to Jen Hornstein, Fungi-Nail Product Manager, the new Pen Brush Applicator is outselling the Brand's own top selling 1 oz. SKU by almost 2:1. “Our 1 oz. SKU has exhibited strong growth at the same time the Pen sales have exploded. What has impressed our retail partners is that their specialty anti-fungal segment growth is also exploding - one national chain grew its specialty foot care sales over 40% in dollar sales following the Pen's launch.”

Kramer is actively pursuing other market opportunities following a similar roadmap to the Fungi Nail success. Rodriguez is targeting the cough/cold category as her company's next opportunity. “We have created a new product lineup and positioning on Safetussin that has tested very well with consumers and in geographic test markets.” Safetussin was the first cough syrup introduced over 20 years ago, to provide pharmacists a product for their diabetic patients.

Kramer Consumer Healthcare has been providing high value, high quality self-care products in specialty segments for almost 50 years. Kramer is nationally certified as a Minority Business Enterprise and a Women's Business Enterprise.

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