



LiquiSoft™ Fact Sheet

CONSUMER-PREFERRED CHEWABLE GELATIN TECHNOLOGY.

Improve your product offering and enhance your customers' satisfaction and repeat purchase with Banner's new LiquiSoft™ Chewable Liquid-Filled Softgels! Soft, pleasantly chewable gel dosage form offers an excellent mouth feel and chewing experience as compared to other chewable tablet dosage forms. Particularly suitable for pediatric populations, as many children are not yet able to swallow whole tablets or capsules and often reject traditional chewable tablets. Great for seniors, too!

- Chewable - No liquid spills or mess.
- Taste-masking of ingredients. Pleasant tasting. Non- gritty.
- Possibility of localized delivery.
- Consumer appeal_ - Adults find the chewable gels convenient because they can be taken easily without water.

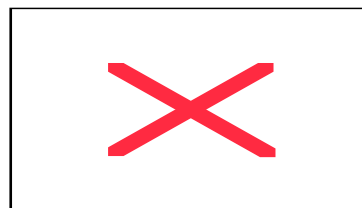
¹ Softgels: Consumer Perceptions and Market Impact Relative to Other Oral Dosage Forms, *Advances In Therapy*® Volume 17 No. 5 September/October 2000, William J. Jones III & John J. Francis, pp. 213-221.

MAKE YOUR BRAND A HIT WITH BOTH CHILDREN AND PARENTS



FEATURES	BENEFITS
Chewable	No liquid spills or mess- can be taken without water
Portable	Enhanced consumer compliance and usage promotes faster product turns
Prolonged contact with mouth tissues	Possibility of localized drug delivery
Requires no water and leaves the days of messy liquids and chalky, bad-tasting tablets behind	Consumer appeal ¹ . Product life cycle management
Masks taste and odor	Enhances product acceptability to both children and parents

Take a bigger bite out of the market with LiquiSoft™ Chewable Liquid-Filled Softgels. Contact your Banner sales representative to determine if your compound or raw material might benefit from this proprietary technology.



For more information please call your Banner sales representative.



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