



## **THREE OUT OF FOUR CONSUMERS PREFER SOFLET<sup>®</sup> GELCAPS.<sup>1</sup>**

Soflet<sup>®</sup> Gelcaps is a patented technology<sup>2</sup> that enrobes tablets with either a gelatin or non-animal film. This dosage form is preferred by consumers because of its ease of swallowing, taste, and odor masking properties provided by the coating.

- ▶ Unique, patented manufacturing process of Soflet<sup>®</sup> Gelcaps results in a two-toned color dosage form that can be easily printed on, offering distinctive opportunities for product branding and differentiation.
- ▶ Tamper evident, increasing consumer safety.
- ▶ Widely used in over-the-counter products, both branded and private label.
- ▶ Ideal for clinical trial blinding.
- ▶ Available in EcoCaps<sup>™</sup> non-animal formulation.

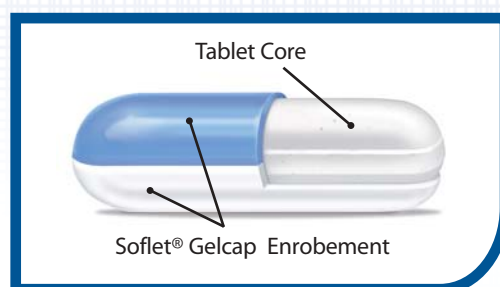
## GIVE YOUR CUSTOMERS WHAT THEY WANT, WHILE BUILDING CONSUMER ACCEPTANCE OF YOUR BRANDS.

Three out of four consumers preferred Soflet<sup>®</sup> Gelcaps over tablets in a recent study<sup>3</sup>—so much so, that respondents would purchase Soflet<sup>®</sup> Gelcaps over tablets at a 10% premium. That's good news, considering preference heightens patient compliance and increases consumer purchasing.



FEATURES	BENEFITS
Improves swallowability, masks unpleasant odors and tastes	Increases consumer/patient compliance
Provides a multitude of color combinations; allows printing on surface	Enforces your brand identity and ensures recognition
Provides life cycle extension possibilities	Increases sales and profits

Increase your brand image, product sales, and your bottom line by providing a consumer-preferred technology to your customers. Talk to your Banner sales representative for more information about how Soflet<sup>®</sup> Gelcaps will provide the market differentiation you need.



► **For more information please call your Banner sales representative.**



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<sup>1,3</sup> Tragon Research, 2002

<sup>2</sup> Covered by US Patents 5,146,730, and 5,459,983, and 6,482,516, worldwide equivalents, and pending patents.

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