



INNOVATION CONTEST # IC_2018_0172

Transforming the Future of Self-Care Challenge

Topic 3: Formulation Technologies

THE OPPORTUNITY:

The Transforming the Future of Self-Care Challenge is a competition consisting of three Topics seeking technologies to enable consumers to do more, feel better, and live longer. There is a maximum of US\$50,000 available for cash prizes. The Challenge will award up to five (5) US\$10,000 prizes to the winners across the three Topics. The Challenge sponsor may also explore funding or other support of an Entry for further development and/or commercialization.

Topic 3 seeks novel formulation technologies to augment performance of existing over-the-counter healthcare products.

THE TIMELINE:

Submission Deadline: Due by January 31, 2019 at 5:00 PM ET
Announcement of Winners: March 2019

Visit the [Challenge Website](#) to see Official Rules and submit an Entry

PROGRAM MANAGER: Kevin Andrews, Ph.D.

QUESTIONS: Contact the Solution Provider Help Desk

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CHALLENGE TOPIC DESCRIPTION

NineSigma, on behalf of **GlaxoSmithKline (GSK) Consumer Healthcare**, invites **proposals for novel formulation technologies to augment performance of existing over-the-counter and consumer (non-prescription) healthcare products.**

BACKGROUND

GSK Consumer Healthcare offers a portfolio of over-the-counter (OTC) and consumer (non-prescription) products in the established categories of Pain Relief, Oral Health, Respiratory Health, Digestive Health, and Skin Health. See Table 1 below for examples.

GSK seeks partners with technologies that can enable reformulation with existing active ingredients to offer OTC and consumer healthcare products with enhanced or differentiated performance.

Table 1. Consumer Healthcare categories and relevant GSK brands/products.

Category	Brand	Active Ingredient
Pain Relief	Panadol	Acetaminophen
	Voltaren	Topical diclofenac
Oral Health	Sensodyne	Potassium nitrate, sodium fluoride
	Parodontax	Sodium bicarbonate, stannous fluoride
	Polident	Sodium bicarbonate
	Poligrip	
	Aquafresh	Sodium fluoride
	Biotene	
Respiratory Health	Otrivin (medicated)	Xylometazoline HCl
	Otrivin Naturals	Sterile seawater and sea salt solutions
	Flonase	fluticasone
	Theraflu	Depending upon the product, actives include: acetaminophen, dextromethorphan HBr, phenylephrine HCl, guaifenesin, diphenhydramine HCl, and pheniramine maleate
Digestive Health	Tums	Calcium carbonate
	Eno	
	Benefiber	Wheat dextrin
Skin Health	Physiogel	
	Abreva	Docosanol
	Lamisil	Terbinafine HCl
	Fenistil	Dimethindene maleate
	Bactroban	Mupirocin calcium

KEY ATTRIBUTES FOR TOPIC 3

The successful technology will:

- Enable re-formulation of existing healthcare products to offer one or more of the following:
 - Quicker onset of symptom relief
 - Extended duration of symptom relief
 - A more convenient regimen for use of a GSK consumer healthcare product
 - Enhanced user experience
- Be compatible with one or more existing consumer healthcare product
- Use ingredients that are approved for use in food and drugs
 - If a new or novel excipient is part of the technology, please offer clarity on regulatory strategy

POSSIBLE APPROACHES FOR TOPIC 3

Possible approaches might include, but are not limited to:

- Time release technology
- Fast-dissolve matrix
- Methods to mask salty taste
- Permeation enhancers
- Excipients that offer sensorial benefit above and beyond existing product(s)

APPROACHES NOT OF INTEREST

The following types of approaches are not eligible:

- Formulation technologies that only offer equivalent benefits to existing products

Please refer to the Challenge Website for details regarding minimum requirements, evaluation criteria, and eligibility requirements.

HOW TO SUBMIT

You must complete and submit the online response form by January 31, 2019 at 5:00 PM ET. You will be able to upload supplemental documents with your response.

In your concise, non-confidential response you should:

- Describe your technology innovation and:
 - its working principle
 - its alignment with the Topic Key Attributes and with Challenge Evaluation Criteria
 - its unique benefits compared to existing solutions already in the market
 - your business model and value proposition
- Discuss the results of any testing you have done (safety, consumer, efficacy, etc.)
- Describe the steps, activity, estimated budget, and timeline to reach commercial scale
- Discuss the status of the intellectual property related to your approach
 - Who owns the related IP
 - Your assessment of freedom to practice
 - Upload a copy of your patent and detailed illustrations and photos, if applicable
- Describe your (or your team's) background and related experience
- (Optional) Provide a private link to a short (2-5 minute) video presentation in which you pitch your approach and capabilities

If you require assistance to submit your response, please contact the Solution Provider Help Desk (phd@ninesigma.com).

ABOUT THIS CONTEST

By submitting a response, you agree to the Official Rules, which includes the following requirements:

- You agree to the submission terms described in the response form.
- You agree that your submission does not contain any confidential information.
- You acknowledge that sponsor reserves the sole and absolute right and discretion to award prizes as stated in the challenge.