

CHILD-RESISTANT, SENIOR-FRIENDLY PHARMA PACKAGING

WHAT DO CONSUMERS AND PATIENTS REALLY WANT?

Child-resistant, senior-friendly (CRSF) pharma packaging, designed in a way that is difficult for young children to open while still easy for the elderly to open, is gaining importance¹.

Consumer perception and attitudes are strong market growth drivers and play a role even in the highly regulated pharmaceutical market. Constantia Flexibles conducted quantitative and qualitative studies focusing on the end-user perspective and the analysis of how these factors shape the future of CRSF pharma packaging.



1) Research N Reports analysts forecast that the global CRP market will grow at a CAGR of +7.4% from 2018–2022. Pharmapack Europe. Making pharma packaging work better for children and the elderly, <https://www.pharmapackeurope.com/visit/news-and-updates/making-pharma-packaging-work-better-children-and-elderly>

FACTS AND FIGURES

Though we need pharmaceuticals to recover from illnesses, they can cause severe harm to healthy bodies. It is especially tragic when they get into the hands of children. Children are naturally curious, and we should not block them from exploring the world. We cannot influence the way they see the world, but we can protect them from accidentally harming themselves by packing medicines in packaging with elaborate opening mechanisms such as a multi-step approach or simply requiring strength.

Did you know that?

Packs are considered child-resistant when **80%** of children (aged 42 to 51 months) fail to open them.¹

A child can be killed by ingesting **ONE SINGLE TABLET** of certain heart and pain medicines.²

1- TO 3-YEAR-OLD BOYS are at the highest risk of being poisoned.³

Every day in the US, **165 CHILDREN UNDER 5** require emergency treatment due to accessing medicines.⁴

For every 10 cases of child poisoning, approximately **9 HAPPEN AT HOME.**⁵

ONLY 3 OUT OF 5 PARENTS in the US keep medicines out of the reach of children.⁶

1) IVM Childsafe. Standards for Child Resistant Packaging (CRP). <http://www.ivm-childsafe.com/child-resistance/crp-standards>

2) Child Safety and Abuse Prevention Programs. Child Safety in the home. Parent's Guide to Child Safety. <http://www.keepyourchildsafe.org/child-safety-book/childpoisoning-facts-and-statistics.html>

3) Remedy Health Media, LLC. Causes and Risk Factors for Poisoning. <http://www.healthcommunities.com/poisoning/causes.shtml>

4) Safe Kids Worldwide. Medication Safety Policy Brief. <https://www.safekids.org/medication-safety-policy-brief>

5) Safe Kids Worldwide. Medication Safety. <https://www.safekids.org/medication-safety-0>

6) Safe Kids Worldwide. Safe Storage, Safe Dosings, Safe Kids: A Report to the Nation on Safe Medication (March 2012). <https://www.safekids.org/research-report/safe-storage-safe-dosing-safe-kids-report-nation-safe-medication-march-2012>

WHAT DO CONSUMERS AND PATIENTS THINK ABOUT CRSF PHARMACEUTICAL PACKAGING?

Constantia Flexibles has surveyed over 2,500 people in the US and the UK to gain insights on their understanding, usage habits, and attitudes towards CRSF pharma packaging.

For most respondents, child safety is very important. People recognize that kids do not know what is good for them and need to be protected. When consumers have young children, CRSF packaging gains even more importance.

Interestingly, consumers expect that packaging is child-resistant because of legal restrictions – they trust pharma companies to use child-resistant packaging for medicine that could be dangerous for kids when overdosed.

CRSF is about finding a middle ground between protection and user friendliness. However, the more consumers know about CRSF packaging, the more likely they will be to opt for it. Not only will they show greater willingness to accept its potential challenges, they will even be willing to pay a price premium because of the protective packaging.

Exact dosage (pre-portioned packaging, or pill pockets such as blister and stick pack packaging) is strongly favored by the respondents – it not only makes the packaging more child-resistant but also makes it easy to handle and well suited to the on-the-go lifestyle.

Based on in-depth discussions with consumers, we have identified four target groups with different packaging attitudes and preferences. This analysis is a big step towards better understanding end-users of medicine, allowing us to customize the packaging and final products to their needs.



**PROTECTIVE
(GRAND-)
PARENTS**

**STRESSED
PARENTS**

**FRUSTRATED
SENIORS**

**ANNOYED
ADULTS WITHOUT
CHILDREN**

**IMPORTANCE OF
CR PACKAGING**



**ATTITUDE
TOWARDS
CR PACKAGING**



**WILLINGNESS
TO PAY EXTRA**



**PREFERRED
CHILD-RESISTANT
PACKAGING TYPE**

materials that are hard to access, preferred with a two-step opening mechanism

convenient solutions (can be stored easily, opened with one hand, are preportioned)

stick packs (that can be opened easily), anything with several pill pockets

any packaging type which is easily accessible, small, and durable, preference for solutions suitable for travelling

CONCLUSION

IDEAL CRSF PACKAGING FOR PHARMACEUTICALS

Delivering healthcare solutions to suit customer preferences and behaviors is no longer just an option. Today's patients are considerably more savvy. They are more likely to speak up when they feel a product is not living up to its potential and they are looking for alternatives that suit them best.

There are strong advantages in utilizing consumer and patient insights for developing products. Results of the study presented in previous sections can serve as a first step in consumer-centered product development. Depending on the product, additional tests can be conducted with the concepts or the actual packaging.

Technologies developed in house by Constantia Flexibles cover a wide range of options. They offer many different opening mechanisms and are designed using the right functional laminate and lidding materials for the individual purpose and the necessary tooling to produce child-resistant packaging. Constantia Flexibles has already received valuable consumer feedback on each of the CRSF products in its portfolio. We gladly share this feedback with our partners in the pharmaceutical industry when working on user-friendly protective packaging.

Depending on the required level of protection, delivery and dosage form – Constantia Flexibles offers the following products. In case you would like to know more, please visit www.protect-the-kids.com or get in touch with us at pharma@cflex.com



PEELABLE



PEEL & PUSH



CHILD-RESISTANT F1 SOLUTION



BEND & TEAR



PUSH THROUGH



PINCH & TEAR