
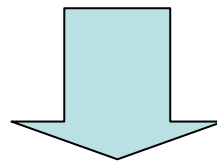

THINK LATERAL ! VALOIS SIDE ACTIVATED NASAL SPRAY DEVICE

NASAL ALLERGY Rx MARKET : Trends

- Mature market in developed countries
- Few NCEs.
- Generics threat  LCM
- Launch of new devices (ex :Veramyst)



Opportunity for new devices improving patient compliance and market differentiation

NASAL ALLERGY Rx MARKET : Trends

Devices are getting more and more customized and sophisticated...



Drivers

- Marketing differentiation
- Improving patient compliance
- Few NCEs resulting in a value shift to the device.

PAT FINDINGS : *The voice of the patient*

EXPECTED FEATURES

- Gripping ease (#1 in importance)
- Force to actuate (#2 in importance)
- Definitive stroke: confidence that the right dose is dispensed (steroids)
- Fingers away from nostrils (ergonomics, hygiene) But not too far away (to keep an accurate control during spray delivery)

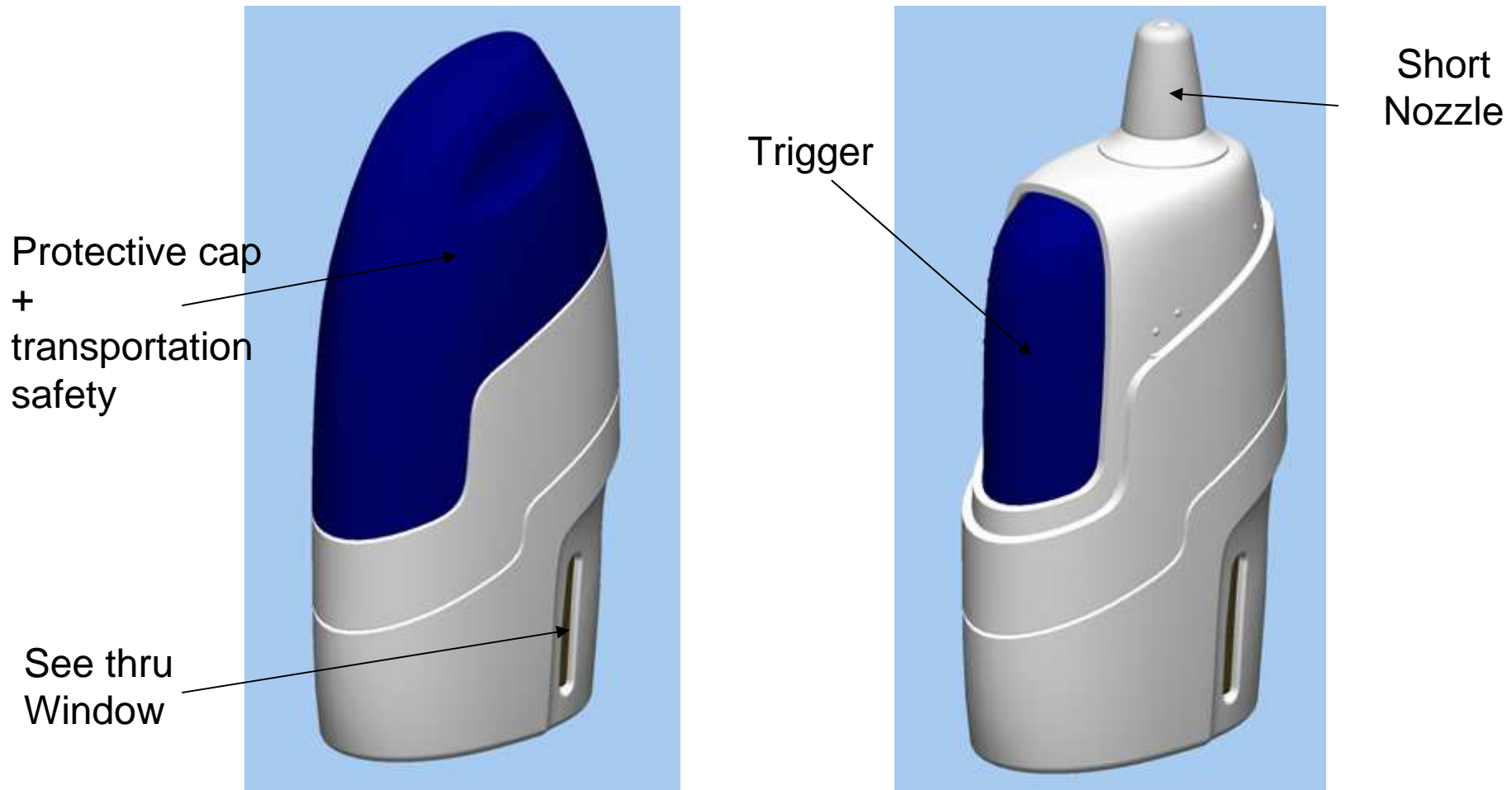


PAT FINDINGS : *The voice of the patient*

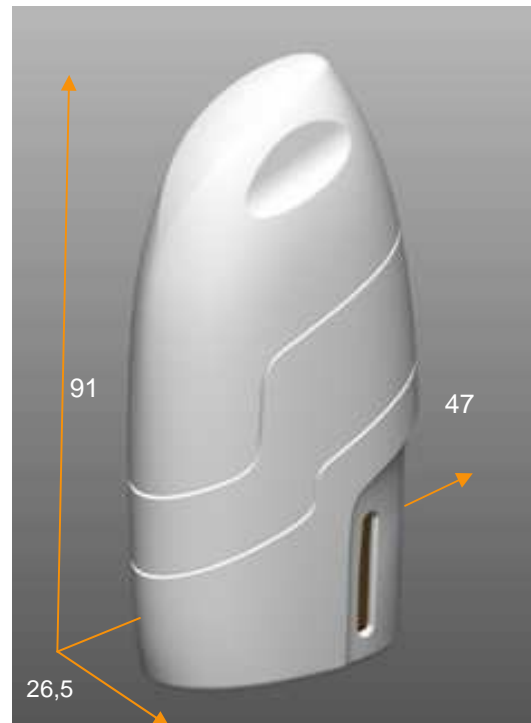
OTHER EXPECTED ATTRIBUTES

- Portability
- Transport Security
- Hygiene
- Confidence of getting accurate dose
- Secure grip
- Storage Efficiency (small size)
- Ability to view level of remaining product
- Ability to use discreetly in public

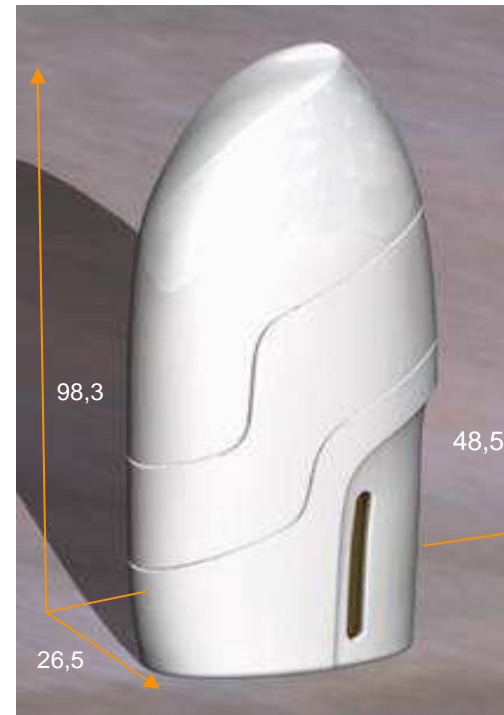
VALOIS SANSD



VALOIS SANSD : SIZE



9 ml/50µl



15 ml/100µl

ACTUATION FORCE

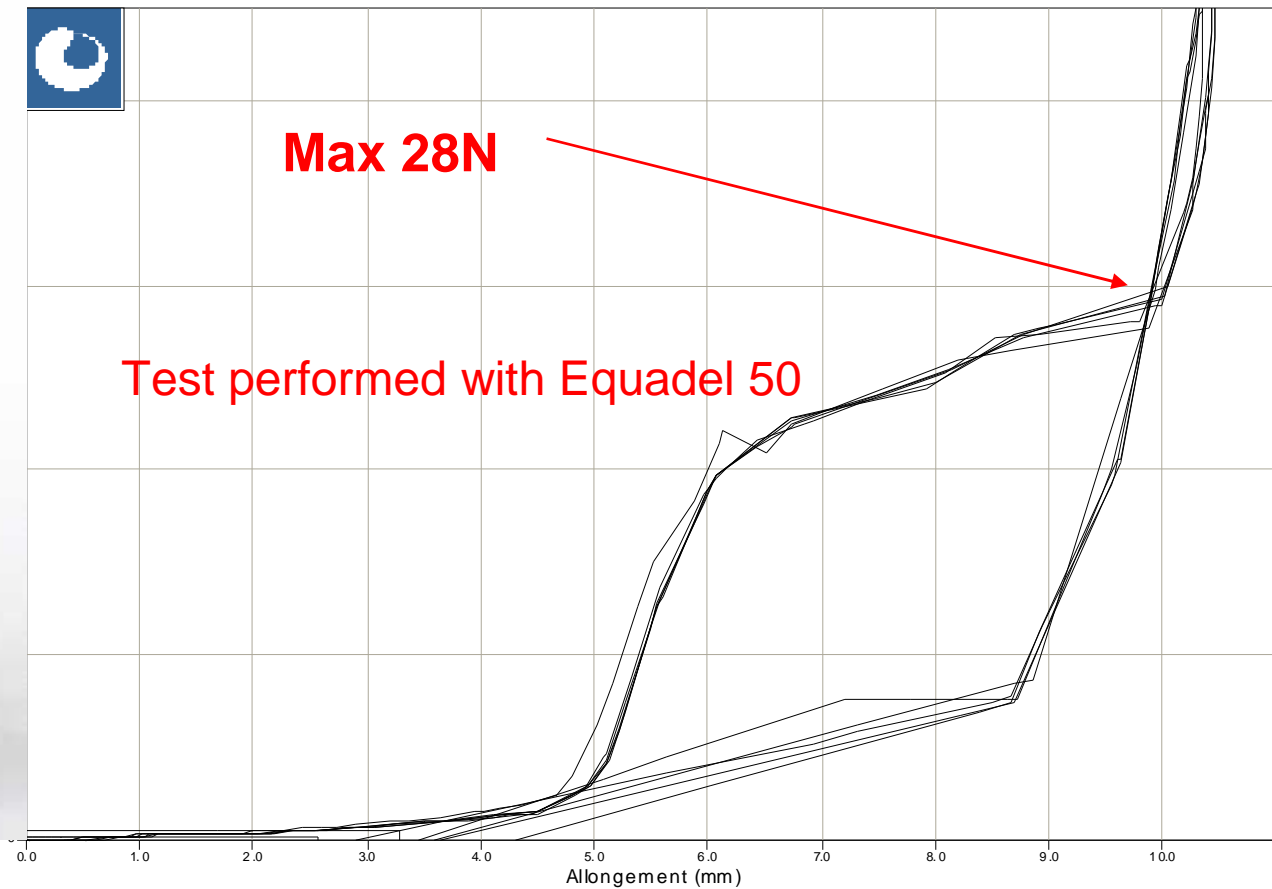


Force (N)



Max 28N

Test performed with Equadel 50



SANSO KEY FEATURES

- EASE OF USE
 - Compact, Ergonomic, Intuitive design
 - Soft actuation
 - Level indicator windows
- PATIENT COMFORT
 - Short and motionless nasal nozzle
 - Fingers no longer in contact with nostrils
- PRODUCT DIFFERENTIATION
 - Easy to customize



THE DEVICE MAIN ATTRIBUTES :

- 2 versions : 9 and 15ml
- Equadel or VP7
- Meet FDA/EMEA requirements
- Patented
- Portability
- Good Gripping
- Low Force to actuate (<30N)
- Well defined stroke
- Viewing window
- Cap preventing accidental actuation
- Easy filling on conventional filling lines with minimal specific investments related to the SA
- Nozzle Tip no longer than 20 mm
- Easy to customize (shape+colours). A 5 part mechanism that can receive several different casing



CONCLUSIONS

- Patient is in the center of the Valois SANSD' design and ergonomics (based upon PAT)
- Provides Patient Comfort and Ease of Use for self or other's treatment (pediatrics/geriatrics)
- Short, motionless nozzle => Improved safety
- High level of differentiation for maximized drug branding
- The ideal pack for your next nasal anti allergy drug