



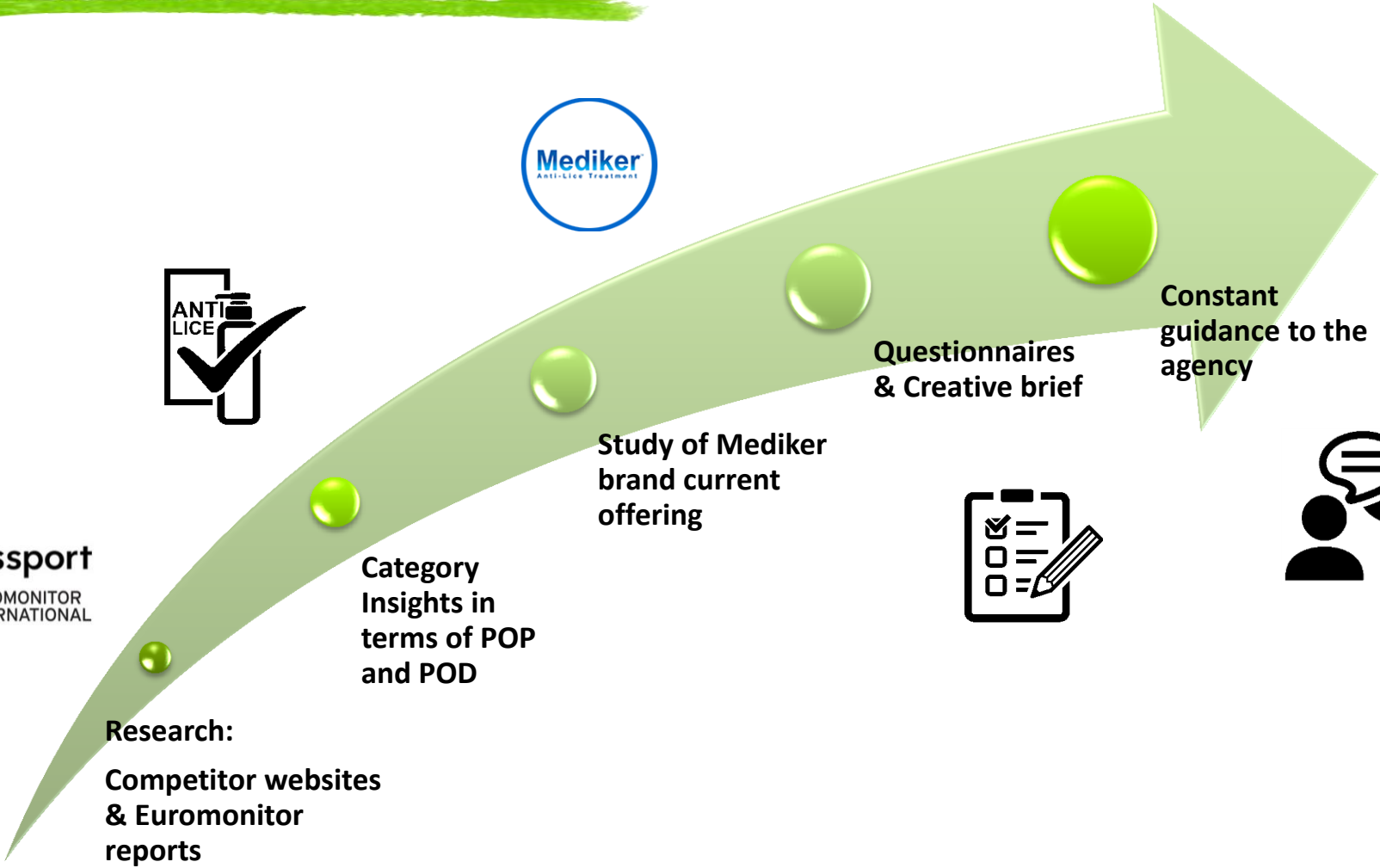
Mediker^{Plus}

Global Anti-lice Category

Research, target markets, way forward



Process/ Approach

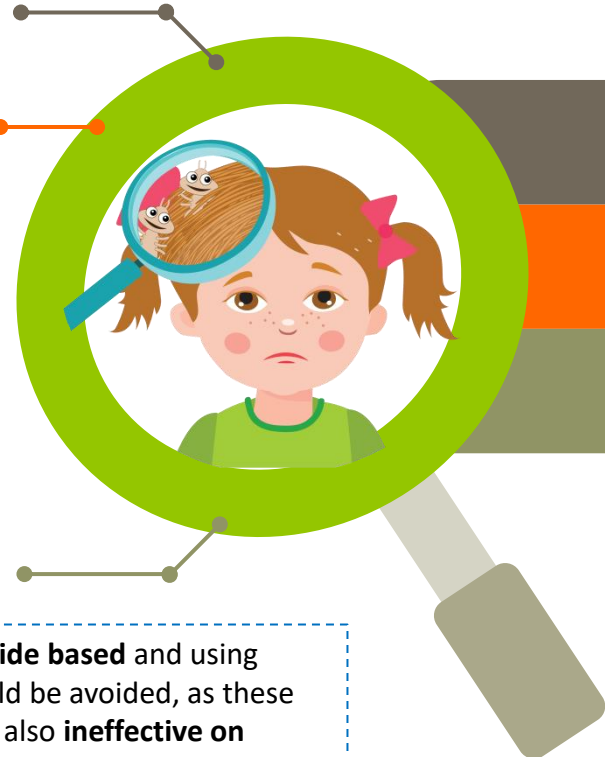


- **Head lice and Nits**
- **Super lice** are new type of eggs and lice that are resistant to treatments containing **pyrethrin and pyrethroid**; earlier efficacy was **80%**, while present efficacy is **55-28%** - *Source: Euromonitor (US)*

WHAT IS HEAD LICE?

GENERAL HAIR PROBLEMS

- An itchy and dry scalp leading to skin infections
 - Allergic reaction leading to small red bumps on the scalp, neck and shoulders
 - Difficulty sleeping, which can lead to irritability
 - Painful process to remove headlice using metallic combs
- Source: www.livescience.com*



Consumption TG:
SCHOOL GOING KIDS 

Communication TG:
PARENTS 

Influencers:
Pharmacists
& Online forums 

PARENT'S CONCERN

All products available commercially are **pesticide based** and using these strong chemicals on a child's head should be avoided, as these not only affect the **health of the child** but are also **ineffective on super-lice**.

FACTS:
Head lice do not spread disease but their bites can cause severe irritation and secondary infections if scratched by affected individuals – *Euromonitor (US)*



NEED OF THE HOUR

100% Natural solution to Head Lice and Nits



Natural, pesticide-free and nontoxic are popular claims among successful brands, and these **natural-positioned brands** have grabbed share from traditional pesticide-based treatment - *Euromonitor*

Lice Solutions

HOME REMEDIES

Mayonnaise, vinegar and eggs
-South Africa

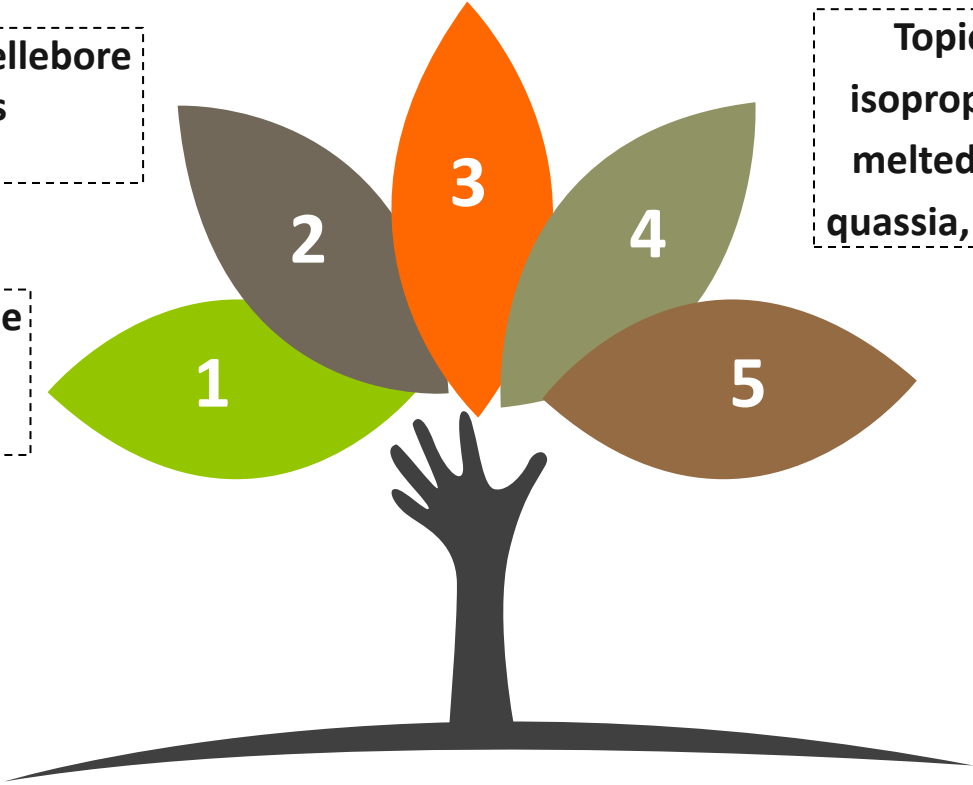
Kerosene and hellebore
Infusions
-Ukraine

Topical application of
isopropyl alcohol, olive oil,
melted butter, sugar apple,
quassia, and petroleum jelly*

[*http://www.uofmhealth.org](http://www.uofmhealth.org)

Lavender, tea tree
and eucalyptus
-Australia

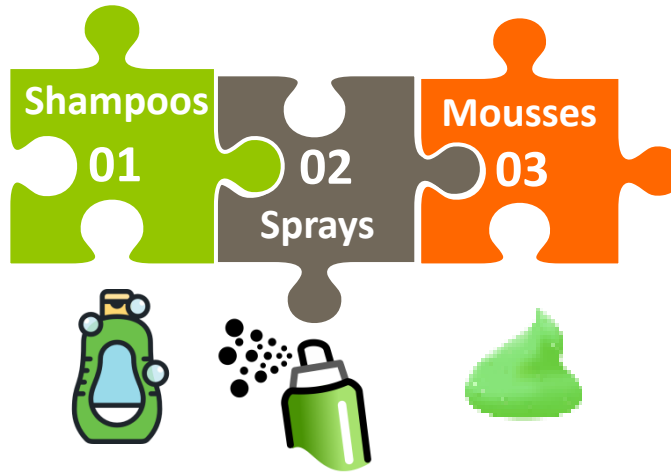
Shaving the head



Lice Solutions

3 Popular
Lice Control Product (LCP)
formats

Existing LCP formats



PRODUCT FORMATS	BRANDS ACROSS THE GLOBE
Medicated shampoos	Nix, Mediker, RID, Dr Piojo, Herklin, Antipedikulezny, Marie Rose, Controllice, Nitagon, A-Lices, Licend, Paranix
Hair Gels	Lycelle(super-lice)
Lotions	Sklice, Hedrin, Akipoux, Viprin, A-Lices
Topical suspension	Natroba
Sprays	Nix, NYDA
Oils	Mediker, Controllice (oil spray)
Electronic lice comb	Nix (chemical free), LiceGuard (RobiComb)
Lousebuster	(This device blasts heated air toward the hair roots and scalp to dry out lice and their eggs)
Nit peeling baam in tubes	Pouxit
Others - Kits	NYDA, RID, Nix, Lycelle, NitWits (Lice product calculator – RID), Marie Rose – Lice suffocating caps



Launched in 1968

Trusted by mothers since 5 decades
No. 1 anti-lice brand in Asia
\$ 8 million brand



Natural solution

No harmful chemicals for lice killing
Stunned lice need to be combed out



Painless wash-off format

No painful metallic combs
Easy application




Mediker – Ingredient story

Mediker^{Plus}

Superlice needs non-pesticide formulation


And Mediker works by suffocating head lice and their eggs. It works by coating the head lice so water can't get in and out of their bodies. It offers unique combination of natural ingredients, including:




a. **Coconut:** its fatty content suffocates the headlice and makes it difficult to move freely. Also, coconut oil controls lice growth by repelling lice in future



b. **Camphor:** It has an anti-parasitic action and reduces the growth of headlice



c. **Indian Lilac (Neem):** It contains an insecticidal ingredient called azadirachtin which disrupts the reproduction and growth of head lice. Also, it reduces irritation and itching



d. **Custard Apple seeds:** It has anti-fungal, antibacterial, insecticidal and antiseptic properties that hydrates the scalp and keeps headlice away

Source: www.organicfacts.net; www.thehealthsite.com; <http://homeremediesforlife.com>; www.clearlice.com

Check-Cure-Confirm

How to check

1. Check every week
2. Check for head lice while little ones are watching TV or reading book
3. Divide the child's hair into sections
4. Use a comb in a properly light room with white cloth background

01

How to treat/ cure

1. Choose the right treatment with non-pesticide formula
2. Apply the treatment in correct way (pictographic)

02

How to Confirm

- Aftercare

1. Comb on days after treatment
2. Inspect other family members
3. Lifespan of lice – 3 days, lifespan of nits – 10 days
4. Boil combs and brushes
5. Wash clothes, bedsheets in hot water
6. Hair-care items should be soaked in medicated shampoo

03

Mediker – 3 Cs

Mediker^{Plus}

Mediker^{Plus}



Those Three Magical Words

1 Check

A weekly lice-check for your little one is a must! Do it while they are watching their favourite show or playing with their toys. They will be less fussy.



Treat your child's sensitive scalp with a 100% natural zero-pesticide formula.

Cure

2

3 Confirm

Simple steps like combing your little one's hair after a wash, dry cleaning the bedding, pillow covers, etc. prevent lice from manifesting again.



[KNOW MORE](#)

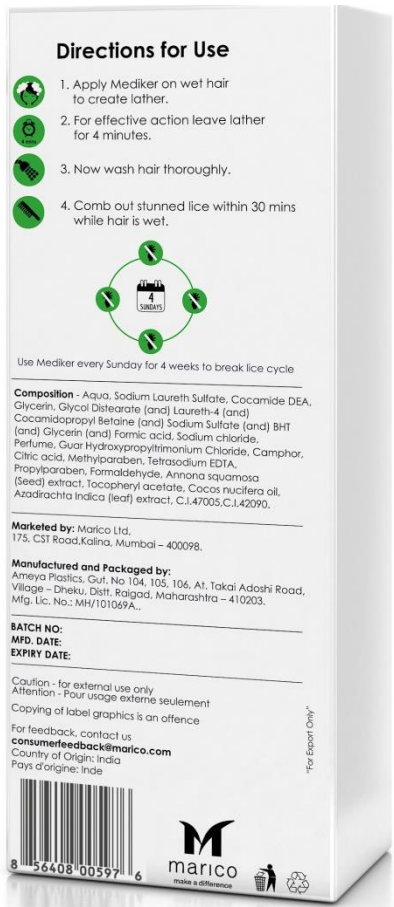


Revamp of Packaging for global imagery

Mediker^{Plus}

New SKUs: 100ml, 200ml

Carton label



Anti-lice category: Global landscape

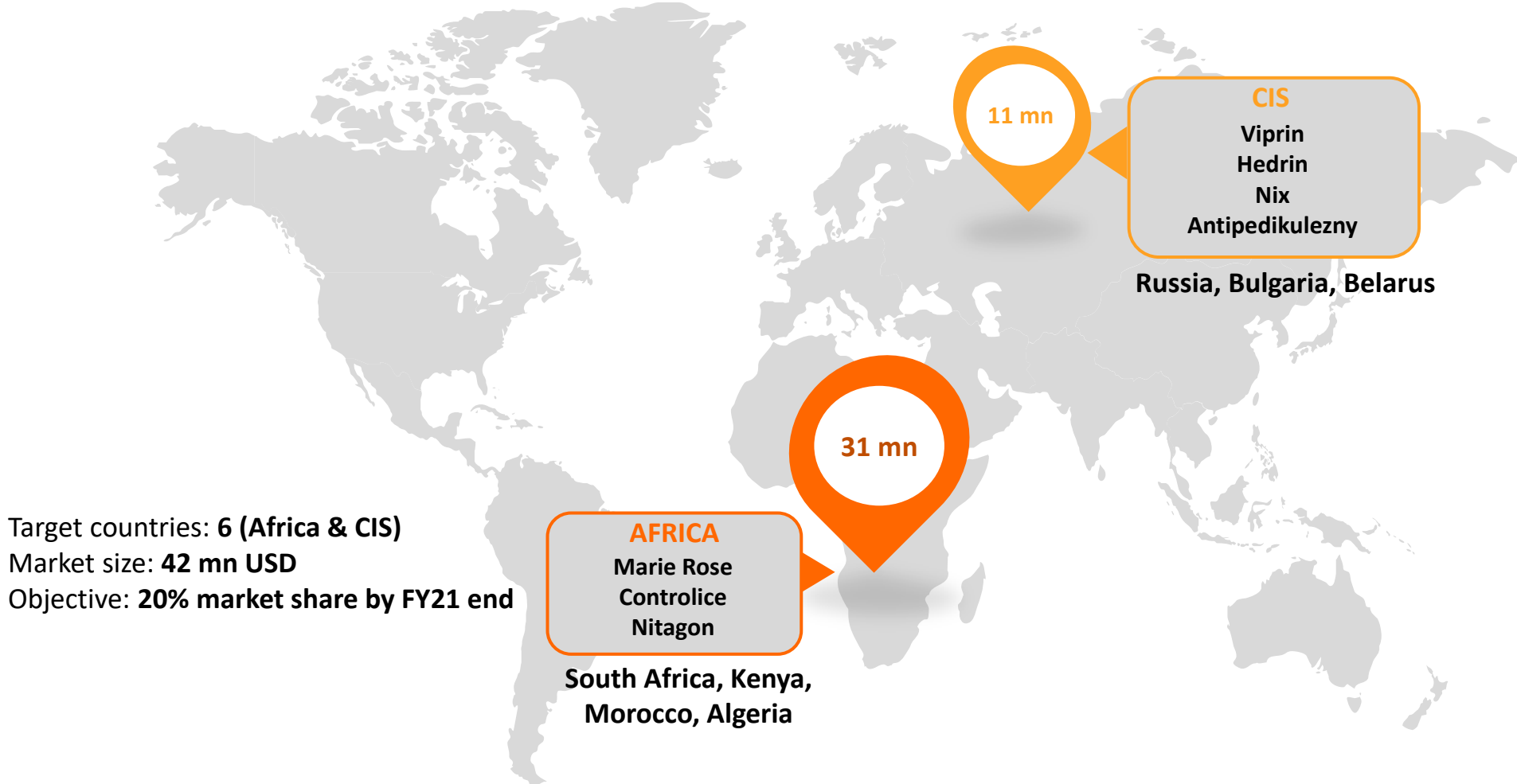


Global Figure
2017, USD mn

672

- Western World combined represents more than 80% of the market
- India ranks 15th in terms of market size
- Strong incumbents like Reckitt Benckiser and GSK leading the market

Global launch: Target markets



Target countries: 6 (Africa & CIS)
Market size: 42 mn USD
Objective: 20% market share by FY21 end

AFRICA
Marie Rose
Controlice
Nitagon

South Africa, Kenya,
Morocco, Algeria

11 mn

CIS
Viprin
Hedrin
Nix
Antipedikulezny

Russia, Bulgaria, Belarus

Key Consumer Insights

Price-sensitivity

Social stigma

Health and hygiene concerns

Rising awareness of appearance

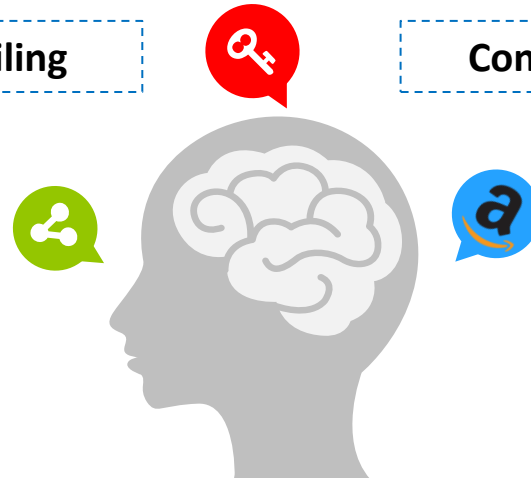
Self-medication

Growing awareness of available remedies in the market

Use of online media to garner knowledge

Popularity of internet retailing

Convenient product preference



How do we make it happen?



Right
Partner



Get a best-in-class business partner in pharmaceuticals in target countries



Organic
trend



Leverage growing **trend of organic and herbal products** among consumers across the globe. Mediker is formulated with 100% natural actives and fits well in the market



Digital
presence



Adopt an educative and research oriented approach to brand building. Develop anti-lice expertise imagery through brand website, e-commerce channels, blogs, social media

Got Lice?

We have the Cure.

KNOW MORE

SCROLL





THANK YOU !

