

DRUG & COSMETIC INDUSTRY

NOVEMBER 1993



INCLUDING PACKAGING
AND SELLING

DOCKET
A L A R M

Find authenticated court documents without watermarks at docketalarm.com.

Drug and Cosmetic Industry

Contents

November 1963 Vol. 93 No. 5

Publisher and Editor FRAZER V. SINCLAIR
Executive Editor JOSEPH KALISH, Ph.D.
Managing Editor JERRY THORNTON
Associate Editor JOHN MAGNOTTA
Editorial Assistant LAURA POCKELL
Art Director MARTIN BROTMAN

Contributing Editors

Engineering and Management FRANCIS CHILSON, Sc.D.
Technical JOSEPH KALISH, Ph.D.
Patents and Trademarks THOMAS CIFELLI, JR.
Books HARRY G. KELBLY
Legal HOWARD N. MORSE

Drug & Cosmetic Industry is published monthly by Drug Markets, Inc., Frazer V. Sinclair, President and Treasurer; Paul W. Alexander, Executive Vice-president and Secretary. Editorial and General Office: 101 West 31st St., New York 1, N. Y., U.S.A. Telephone, LOngacre 3-3177. Publications Address: Sun Printing Corp., 28 Renne Ave., Pittsfield, Mass., U.S.A.

Advertising Manager, Paul W. Alexander; Advertising Representatives, Walter M. Brauneiss, C. R. Keeley; Production Manager, Katherine Hyde; Circulation Manager, Harry G. Kelbly.

Midwestern Advertising Representative; Dwight Early and Sons, 221 No. LaSalle St., Chicago 1, Telephone, CEntral 6-2184. West Coast Advertising Representative; Dillenbeck-Galavan, Inc., 3376 West First St., Los Angeles 4, Telephone, DU 5-3991.

Subscription price \$3.00 a year, in advance. Foreign Countries, \$5.00. Single copies, 35c. Back issues 50c. Second-class postage paid at Pittsfield, Mass. Member of Audit Bureau of Circulation.

Copyright 1963
by Drug Markets, Inc., Vol. 93, No. 5

By the publishers of *Drug and Cosmetic Industry Beauty Fashion*. The magazine of personal selling. Yearly subscription in the U.S.A., \$3.00.

Drug and Cosmetic Catalog. Directory and data for manufacturers. Published every two years. \$4.00 in the U.S.A.

Trade Mark Record and Supplements. Complete trade-mark listing of perfumes and cosmetics. \$20.00.

Books. Technical information for manufacturers of drugs and cosmetics.

Cover by Bill Giacalone

- 615 **Ethical Drug Market Research**
by Richard L. Hull
- 618 **The New Face of Cosmetic Retailing**
by Peter Vautin
- 620 **Pharmaceutical Aspects of Dextromethorphan Hydrobromide**
by Louis Magid
- 623 **What FDA Expects Good Manufacturing Practices To Be**
by R. E. Duggan
- 624 **Worldwide Ethical Drug Markets**
by Richard C. Fenton
- 629 **Cosmetic PVP Part 2**
by F. J. Prescott, E. Habnel, and D. Day
- 631 **Hexadecyl Alcohol / A new Material For Cosmetic Formulations**
by W. W. Edman and W. H. Lowden

Packaging and Selling

- 635 **Packaging Focus**
- 639 **Packaging and Selling**
by Frazer V. Sinclair
- 642 **The Impact of Container Design on Printing**
by E. H. Merz
- 645 **The Ad Parade: Lanvin Bombshell**
- 649 **News In Packaging**
- 653 **New Products**

Departments

- 603 **Keeping Posted**
by Frazer V. Sinclair
- 655 **Patents and Trademarks**
by Thomas Cifelli, Jr.
- 661 **Court Decisions**
by Howard Newcomb Morse
- 665 **News**
- 675 **SCC—Boston**
- 689 **Management Forum**
by Francis Chilson, Sc.D.
- 740 **Industry's Books**
by Harry Kelbly
- 746 **Trade Literature**
- 754 **Coming Events**

Technical Abstracts

- by Joseph Kalish, Ph.D.*
- 704 **Perfumer's Shelf**
- 713 **Cosmetic Compounding**
- 727 **Advancing Therapy**
- 736 **Skin Research**

PHARMACEUTICAL ASPECTS OF DEXTROMETHORPHAN HYDROBROMIDE, N. F. XI

A SAFE NON - NARCOTIC, EFFECTIVE ANTITUSSIVE

by LOUIS MAGID, Ph. D. HOFFMANN - LA ROCHE, INC.

Dextromethorphan hydrobromide, N.F. XI, is a safe, effective, non-narcotic antitussive, approximately equal in activity to codeine. The effectiveness of dextromethorphan has been demonstrated in clinical appraisals by Cass and Frederik^{1,2,3} in patients suffering from disease entities associated with chronic cough and by Bickerman et al.^{4,5} in citric acid aerosol stimulated cough response in normal human subjects. Clinical evaluation by Ralph⁶ in human pathologic cough showed that dextromethorphan is an effective and safe cough suppressing agent having the antitussive activity of codeine without sharing its addictive properties and without producing the side effects typical of codeine. In a series of double-blind investigations, Cass et al.^{1,2,3} found that dextromethorphan has a specific effect on cough which is equal, if not superior, to that of codeine. Bickerman et al.⁵ observed no statistical difference in the antitussive activity of 10 mg. of dextromethorphan hydrobromide and 15 mg. of codeine. According to Ralph⁶, dextromethorphan takes effect in about twenty minutes and has a good duration of action. Thus, administration of the drug from one to three times daily generally provides effective relief—even when the cough is chronic.

Dextromethorphan has been widely used in prescription-type products and is now approved for OTC use. The Food and Drug Administration removed the prescription legend requirements on dextromethorphan hydrobromide in July 1956. Since that time the use of this non-narcotic antitussive has grown steadily.

Dextromethorphan has become a leader⁶ in the

antitussive field and is rapidly replacing codeine in cough preparations. Of the top fifty proprietary cough syrups, about 15 per cent are made with dextromethorphan and this percentage represents more than 50 per cent of the dollar sales of the leading proprietary syrups. A review of the composition and sales of the leading dextromethorphan cough preparations was presented recently by Kalish⁶.

Cough and cold sales have increased over 40 per cent during the past few years. Narcotic preparations with and without antihistamines have held their dollar sales, but have not increased their dollar volume with the growing market. Several years ago narcotic cough preparations with and without antihistamines accounted for more than two-thirds of the market. A few years later their share declined approximately one-third. If proprietary products are included in this evaluation, the share of the market enjoyed by this group is further lowered by more than 20 per cent. The trend and comparison of sales of the important cough product groups are shown in the following graph.

The above trends are not surprising in view of the side effects common to the opiate derivatives. These toxic effects include anorexia, nausea, vomiting, constipation, drowsiness, headache and vertigo, together with addiction liability, which presents a hazard, particularly in the chronic coughler.

The numerous disadvantages of the opiates prompted the search for a clinically effective, non-narcotic antitussive which was equiactive to codeine. Dextromethorphan was one of the first synthetic non-narcotic antitussive agents. The studies by Isbell and

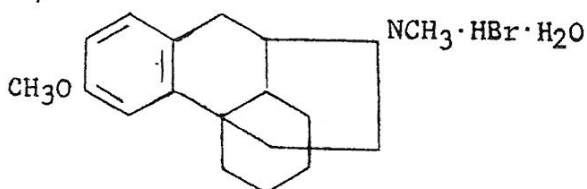
Fraser¹¹ in 1953 demonstrated that dextromethorphan showed no addiction liability. Long-term clinical trials have disclosed no evidence of toxicity⁹. According to Bickerman⁸, Ralph⁹ and Cass and Fredrik¹, the incidence of adverse side effects was remarkably low and consisted of occasional drowsiness or gastrointestinal intolerance which appeared to be of the same order of magnitude as that of placebo.

Dextromethorphan has become the antitussive of choice in cough preparations for the following reasons:

- 1—It is non-narcotic
- 2—It is safe and effective
- 3—Excellent stability
- 4—It is approved for OTC sale
- 5—Rapid onset of action
- 6—Adequate duration of action
- 7—Pharmaceutically acceptable for incorporation into various dosage forms.

CHEMICAL PROPERTIES

Dextromethorphan hydrobromide (d-3-Methoxy-N-methylmorphinan hydrobromide) is isolated as the crystalline monohydrate with the empirical formula $C_{18}H_{25}NO \cdot HBr \cdot H_2O$ and a molecular weight of 370.35. The structural formula is as follows:



Dextromethorphan hydrobromide is unaffected by mild oxidizing or reducing agents. It is stable in the cold in 1N HCl or 1N NaOH and is stable in the pH range of 4 to 5.6 under ordinary storage conditions and up to 3 months storage at 45°C. It reacts with

alkalies to form the free base which is insoluble in water. It forms a nitrate of low solubility and is precipitated from aqueous solutions by tannic acid, salicylates and concentrated solutions of iodides. In aqueous solutions it is slowly decomposed on exposure to sunlight. It is incompatible with some of the certified dyes (see section on compatibility).

Physical Properties

Appearance	Crystalline powder
Color	White
Odor	None
Color of solution	Colorless
pH of 1% solution	5.2 - 6.5
Residue on ignition	Max. 0.1%

Solubility

Water at 25°C	About 1.5%
at 50°C	5%
at 70°C	10%
at 85°C	25%
Alcohol, U.S.P.	25%
Glycerin, U.S.P.	10%
Propylene Glycol, U.S.P.	Soluble
Chloroform, U.S.P.	Soluble
NaCl equivalent of 1% solution	0.158%

$$[\alpha]_D^{20} = +26 \text{ to } +28^\circ \text{ (2\% solution in water)}$$

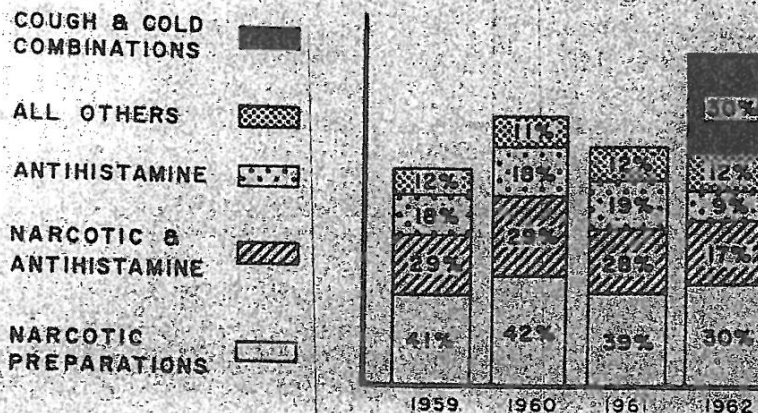
Stability

Crystals	
Light	Stable to normal indoor illumination
Air	Stable
Moisture	Non-hygroscopic

Aqueous Solutions

pH	Stable in pH range of 4 to 5.6
Air	Stable
Light	Stable on exposure to normal indoor illumination. Slowly decomposed on exposure to sunlight.

COMPARISON OF SALES OF THE IMPORTANT COUGH PRODUCT GROUPS



Tablets and Capsules

Stable under all normal conditions of storage.

COMPATIBILITY

There are relatively few incompatibilities encountered with dextromethorphan hydrobromide in the formulation of various types of liquid products. Among these are the formation of compounds having a reduced solubility in water, such as the nitrate, salicylate, tannate and the reaction products with concentrated solutions of iodides, and some of the certified dyes. However, all of these incompatibilities can be easily overcome by the judicious use of alcohol, sorbo and glycols. A list of various substances, compatible and incompatible with syrup formulations of dextromethorphan hydrobromide, is presented below. Additional compatibility information has been published by Husa⁷.

Compatible:

p-Acetaminophenol	Desoxyephedrine HCl
Ammonium chloride	Emetine HCl
Antimony potassium tartrate	Ephedrine sulfate
Antipyrine	Glyceryl guaiacolate
Ascorbic acid	Papaverine HCl
Benzoic acid	Phenindamine tartrate
Chloral hydrate	Phenylephrine HCl
Chlorphemiromine maleate	Phenylpropanolamine HCl
Citric acid	Potassium citrate
Codeine phosphate	Potassium guaiacol sulfonate
Codeine sulfate	Sodium bromide
Demerol HCl	Sodium citrate

Incompatible:

Chloroform*	Sodium iodide ^(a)
Some certified dyes*	Tannic acid*
Menthol*	Sodium Salicylate*
Potassium iodide ^(a)	

*These incompatibilities can be overcome by judicious use of alcohol and/or Sorbo and glycols.

^(a)Incompatible in concentrated solutions.

TYPE OF PRODUCTS

Dextromethorphan hydrobromide is a very stable compound and lends itself readily to incorporation in various pharmaceutical dosage forms. Among the various dextromethorphan dosage forms that have appeared are the following:

Product Type	Usual Active Ingredients
Simple syrups	Dextromethorphan
Expectorant cough syrups	Dextromethorphan, ammonium chloride, glyceryl guaiacolate, potassium guaiacol sulfonate
Cough-cold preparations	Dextromethorphan, antihistamine, expectorant, decongestant
Analgesic cough-cold preparations	Same as above with N-acetyl-p-aminophenol (APAP) or sodium salicylate
Chewable tablet	Dextromethorphan, ascorbic acid

Lozenges

Dextromethorphan, benzocaine, antiseptic, ascorbic acid, antihistamine

Candies

Same as above

Capsules—hard shell

Dextromethorphan, antihistamine, analgesic, decongestant

Capsules—soft shell

Dextromethorphan

Tablets

Dextromethorphan

DEXTROMETHORPHAN HYDROBROMIDE ADSORBATE POWDER

The formulation of chewable tablets and lozenges, ect., is now possible with a new form of dextromethorphan which is known as Dextromethorphan Hydrobromide Adsorbate Powder⁸. It is composed of dextromethorphan, along with a small amount of soluble saccharin, adsorbed on magnesium trisilicate. The product is compounded so that it contains 5 per cent of the active ingredient. Dextromethorphan Hydrobromide Adsorbate Powder was specifically developed for use in the manufacture of chewable tablets, lozenges, cough drops and similar dosage forms. The advantage of the product over the uncompounded substance is that the slightly bitter taste of the dextromethorphan hydrobromide is practically eliminated and it is, therefore, the preferred form of the antitussive for preparing these forms that are persistent in the mouth. With the adsorbate powder it is possible to prepare pleasant-tasting chewable tablets and lozenges containing the equivalent of as much as 15 mg. equivalent of dextromethorphan hydrobromide. The adsorbate powder is stable and based on animal studies has an onset of activity and a duration of antitussive action similar to that of dextromethorphan hydrobromide per se.

An important feature of the dextromethorphan adsorbate, in connection with its use in the preparation of oral dosage forms, such as lozenges and chewable tablets, is its ability to be combined with citric acid and possibly other organic acids without losing its tasteless qualities. The combination of dextromethorphan adsorbate and citric acid in a formulation, followed by subsequent granulation, gives a product having an acidic reaction, thus widening the scope of flavors which may be used for the product. In addition, other medicinal substances, not suitable for incorporation in alkaline media, can be combined with the dextromethorphan adsorbate-citric acid mixture.

PHARMACEUTICAL FORMULATION

Dextromethorphan hydrobromide, by virtue of its excellent stability and relatively few incompatibilities, which can be overcome by use of alcohol, Sorbo or glycols, is easily incorporated in standard tablet, capsule and syrup formulations. In syrup formulations, dextromethorphan hydrobromide exhibits a slight bitter taste which is easily masked with suit-

(Continued on page 757)

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.