

# The single most comprehensive consumer healthcare information source

## Unmatched for industry news, analysis and insight

OTC drug, cosmetics and dietary supplement manufacturers face tougher regulations, new legal complexities and a more crowded marketplace every day. While regulatory gaps between these industries are shrinking and market boundaries are blurring, this can represent compelling growth opportunities for enterprising companies and the potential for lessons learned in one sector to inform the success of another.

HBW Insight is a single source of comprehensive regulatory, legislative, legal and commercial news and insight for the OTC drugs, cosmetics and dietary supplements industries. Driven by its staff of experienced analysts and their extensive expert connections in industry, government and the legal sector, HBW Insight's daily news coverage and opinion pieces dissect the latest developments to keep stakeholders informed, strategically on target and ready for what lies ahead.

**HEALTH:** Get timely, in-depth coverage and analysis of merger and acquisition activity, product launches, advertising strategy, regulatory rule changes and enforcement, Rx-to-OTC switches, retail developments and more. Gain insight into the playbooks of the world's leading consumer healthcare companies.

**BEAUTY:** Stay regulatory-compliant, out of court and in touch with the demands and safety perceptions of today's highly empowered consumer. Know how legislation could alter regulations and how cosmetics science is advancing to meet tomorrow's formulation and safety testing challenges.

**WELLNESS:** Leverage the informed perspective of our veteran team to capitalize on rising trends in the dietary supplements marketplace and steer clear of regulatory and legal pitfalls. Keep tabs on the competition, viable marketing angles, advertising challenges, new ingredient notifications and more.



**GLOBAL CONTENT FROM TRUSTED EXPERTS.** First-hand coverage of key events from a network of contacts that spans the globe, ensuring we have our finger on the pulse of developments wherever they're brewing.



**INSIGHT BEYOND THE HEADLINES.** HBW Insight goes far beyond the headlines and soundbites found in other sources, unraveling the deeper implications of industry news to illuminate potential impacts on your business, now and down the line.



**CROSSING INDUSTRY SILOS.** Coverage that is broad as well as deep. By training a wide-angle lens on the consumer health, beauty and wellness industries, we provide a comprehensive picture for these increasingly connected sectors, identifying trends, threats and innovations in neighboring segments that could be harnessed in new contexts to benefit your business.



**POWERFUL DIGITAL PLATFORM.** HBW Insight's user-friendly, digital platform is responsive to any mobile device, with robust search functionality. The platform also offers "My View" capability for a personalized setup and the ability to create custom email alerts targeted to your specific needs.

## MUST-HAVE INFORMATION

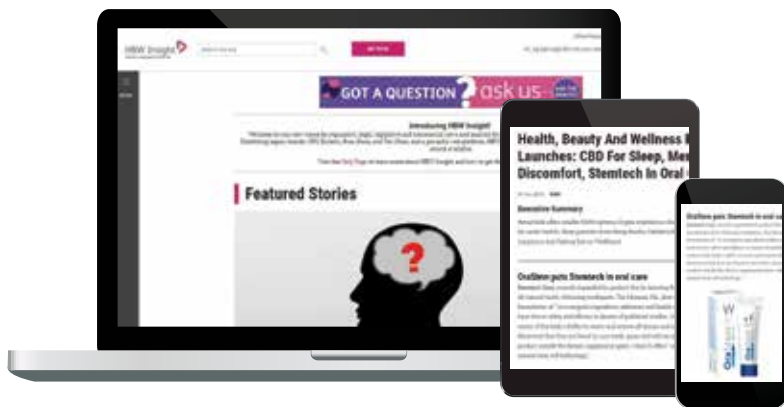
- Pertinent legislation at the US federal and state levels, as well as in the EU and developing markets.
- Emerging regulatory issues and enforcement activities around the globe.
- Litigation trends, key cases and insight from leading attorneys on lawsuit avoidance/defense.
- Competitive insight, including product launches, sales and earnings results, marketing/advertising initiatives, distribution strategies, mergers/acquisitions and other deals.
- Advertising claims analysis based on FDA warning letters, FTC enforcement actions, NAD decisions and other dispute resolutions in leading markets.
- Drug firms' research and proposals to FDA and European authorities for making Rx drug ingredients available in OTC formulations.

- New dietary ingredient notifications and food supplement listings in the US and EU.
- Cosmetic ingredient updates including CIR safety determinations, SCCS opinions and formulation shifts based on retailer, NGO and consumer influences.
- Alternative testing developments in an increasingly cruelty-free world.

## PLUS

**ASK THE ANALYST:** Exclusive service allowing clients to ask our experts questions about any news stories, data or analysis when they need additional information.

## Leading industry insight on a leading industry platform



Video, audio, and proprietary data sets bring our articles and analyses to life.



Numerous search filters allow for precise content targeting, and articles and searches can be saved and shared with one-click.



Build your own homepage and set custom email alerts on any topic or search criteria so you never miss what you need to know most.



Visit <https://pharmaintelligence.informa.com/hbw-insight> to learn more about HBW Insight and request your free demo. For personalized advice about our entire portfolio of biopharmaceutical and medical device and diagnostic news and insights solutions, contact us at [pharma@informa.com](mailto:pharma@informa.com) or call US: +1 888-670-8900; UK & Europe: +44 (20) 337 73737; Australia: +61 2 8705 6907

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