



**Reckitt  
knows what  
it wants**

page 5



**French  
potential  
unfulfilled**

page 18



**Canbas  
hones  
Bayer's focus**

page 20

# OTC *bulletin*

THE BUSINESS NEWSLETTER FOR THE CONSUMER HEALTHCARE INDUSTRY

## Contents

2 March 2018

Issue Number 498

### COMPANY NEWS

- GNC secures Chinese backing 3
- Nestlé plays down big deals 4
- Salvat readies 'innovative' launch 4
- Egis grabs Sinuforte to expand in Russia 6
- Nokia may exit health 6
- Rite Aid poised to join with Albertsons 7
- HRA grows in Europe 7
- Growing in China key for Herbalife 8

### GENERAL NEWS

- Gasparri targeting pharmacy changes 9
- PAGB comes under attack 9
- Coalition gets behind ban 10
- ASMI welcomes reform bill 11

### MARKETING NEWS

- Analyse to win in cold season 14
- PAGB backs NHS on Stay Well campaign 15
- Hexal and Beiersdorf team up on allergy 16

### REGULARS

- Events - Our regular listing 17
- People - Andersson to give Oriola fresh focus 23

## Teva weighs options for PGT Healthcare

**T**eva is reviewing its options for PGT Healthcare, its international OTC joint venture with Procter & Gamble (P&G).

"We are currently reviewing our relationship with P&G and are exploring options for the PGT joint venture," the Israeli company reported in a filing with the US Securities and Exchange Commission (SEC).

"No decision has been finalised," commented the generics giant.

A spokesperson for P&G told *OTC bulletin* that the US-based firm continued to "work daily" with Teva "to determine how to best drive our business together".

"As Teva continues to develop its go-forward plans for the Teva company, we are jointly working on plans for PGT," the spokesperson noted, adding that: "We remain very pleased with the performance of the PGT joint venture, which has significantly outperformed the market."

Teva is currently in the midst of a company-wide restructuring programme which has seen the firm implement cost-cutting measures to try and improve profitability in the wake of a series of financial setbacks.

Commenting on the progress of these initiatives last month, Kåre Schultz, Teva's chief executive officer, said he remained confident that the firm could "stabilise" its worldwide OTC and generics operations.

A "significant part" of Teva's OTC operation is conducted through PGT, according to the firm, while Teva's wholly-owned OTC unit is active "mostly in Europe and Russia". Teva recently trimmed its OTC portfolio by offloading a range of women's health products – including the Plan

B emergency contraceptive – in a US\$675 million (€547 million) cash deal to "progress repayment of term loan debt" (*OTC bulletin*, 22 September 2017, page 3).

Established in 2011, PGT operates in 70 markets around the world, excluding North America, and also develops new brands for the North American market (*OTC bulletin*, 16 November 2011, page 1). P&G holds a controlling 51% stake in the joint venture, with Teva owning the remaining 49%.

Teva reported OTC sales related to PGT down by 46% to US\$217 million in the fourth quarter, due entirely to negative currency effects, primarily the continued devaluation of the Venezuelan bolivar. At constant currencies, sales actually advanced by 9%.

PGT's in-market sales excluding Venezuela moved forward by 10% to US\$353 million in the three months.

During the period, PGT terminated its collaboration agreement with Australian vitamins, minerals and supplements (VMS) specialist Swisse Wellness, in a move the firm says will allow it to better focus on developing its own brands (*OTC bulletin*, 24 November 2017, page 5).

In addition to ordering a review of PGT, Schultz – who took charge of Teva on 1 November (*OTC bulletin*, 24 November 2017, page 23) – has installed on the joint venture's board Richard Daniell, Teva's executive vice-president for European commercial operations.

Previously president and chief executive officer of Teva Generics Europe, Daniell was promoted by Schultz to his current position late last year as part of the restructuring programme. **OTC**