

Perrigo launches medication for Frequent Heartburn

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Perrigo and its Israel based partner, Dexcel Pharma announced the launch of store brand omeprazole delayed release orally disintegrating tablets 20mg (omeprazole ODT), an over-the-counter (OTC) medication to treat frequent heartburn.

Omeprazole ODT is an FDA-approved medication, featuring MelTech melt-in-your-mouth technology that dissolves in the mouth without water.

This product is packaged and marketed as a store brand or retailer 'own label' brand and will provide consumers with a high-quality option for treating frequent heartburn.

"Consumers want a heartburn medication that provides effective, long-term relief, but they also want a product that is easy and convenient to take," said Jeff Needham, executive vice president and president, consumer healthcare Americas.

According to IRI, retail sales of omeprazole (as an active ingredient) are more than \$600 million for the last 12 months, when combining store brand and the nationally advertised brand, Prilosec OTC.