

SALES MEETING SPEECH

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If you saw the movie, “The Natural” with Robert Redford, you couldn’t forget the riveting baseball game at the end. The bases are loaded and the good guys need one home run to win the game. Redford is at the plate ... two out ... everything’s riding on the last pitch coming at him.

Suddenly, everything’s in slow motion. He swings ... hits the ball with a resounding crack ... everyone’s transfixed watching the ball to see if it’s in or out. And it’s in! A home run! What a great feeling?

Well, that’s the kind of feeling our new product’s going to give you. That winning, elated home-run feeling.

In our business, a home run is when you rack up big orders and attain market leadership. We’ve got a great, new product we believe will do just that.

All indications are that it will be a top seller. It’s just what consumers said they wanted ... it’s backed by a name that’s a heavyweight in the category ... and there is definitely a market for it.

Our new product is AFRIN Saline Mist. It’s a guaranteed winner because it’s an addition to the powerful AFRIN line.

And what a great product it is. It’s exactly what consumers said they need and want:

1. A gentle saline solution that provides immediate ... soothing relief for dry, irritated nasal passages.
2. An effective nasal spray mist that moisturizes and clears blocked nasal passages – with no side effects because it’s non-medicated.

And the market’s wide open for such an AFRIN product.

Right now, there is no brand on the market that consumers consider highly efficacious or regard as a nasal spray expert – the way they view AFRIN.

In market research studies conducted earlier this year, nasal spray users said that an AFRIN product – backed by the potent AFRIN name – would fill this void ... a void in a \$10 million market. That’s what the nasal saline market is – a \$10 million market ... just waiting for us.

The saline segment of the nasal spray category is currently growing at 15% per year – compared to only 4% per year for topical nasal decongestants. Currently, two brands

dominate the saline market – Ocean from Fleming & Company with 60% share, and Nasal from Sterling, the makers of Neo-Synephrine, with 20% share.

Because of the AFRIN trademark, consumers will buy AFRIN Saline Mist and make it a leader in the category. Our research backs this up.

Research among saline spray users clearly indicates that consumers:

1. will expand overall saline spray category sales because of the new awareness that the AFRIN name brings to the saline segment. This growth, based on AFRIN Saline projections, could be as much as 40%.
2. will readily accept a new nasal saline from AFRIN.
3. would be willing to switch from their current spray product to AFRIN Saline Mist.

Further market research shows that AFRIN Saline Mist can expand the market, contributing \$6 million at retail during its first 12 months.

Allergy sufferers, especially severe ones, use saline to relieve nasal dryness caused by certain prescription allergy medications. And occasionally, asthma sufferers substitute nasal saline for an asthma inhaler.

Consumers use a nasal saline to make breathing easier, to relieve minor nasal irritation, and to clear blocked, stuffy nasal passages. These symptoms can be caused by several conditions, including colds, allergies, asthma, even dry, hot air from home heating systems.

Nasal saline users also include consumers who are sensitive to many elements in the air, including pollution, smoke, etc. These are continuous users who use nasal saline year round.

Pool swimmers have also found that nasal saline relieves the burning and drying feeling caused by chlorine. And mothers of young children safely use nasal saline to help their children breathe easier and relieve nasal congestion and stuffy noses caused by colds.

Then there are consumers who use nasal saline like a decongestant ... to clear nasal passages so they can breathe easier. In fact, some consumers believe a nasal saline is more effective than cold tablets because it works so fast.

But let me stress ... nasal saline was not found to replace other products. Instead, it is used in addition to other remedies for relief of nasal discomfort. Nasal saline fulfills consumers' need for a product that acts immediately or is more appropriate for their less severe nasal discomfort.

Nasal saline users claim they still use the same types of nasal relief products they used before they first purchased r tried nasal saline ... such products as cold and allergy remedies, nasal sprays, and humidifiers.

In other words, the nasal saline market does not take away any business. It expands the category.

What else will forcefully make AFRIN Saline Mist a top seller is the AFRIN trademark ... a powerful marketing too. Consumers – both topical decongestant and saline spary users – know AFRIN very well as a highly reputable expert in nasal sprays. The brand also enjoys the highest loyalty in the category – 88%.

Because of its well-established and reputable brand name, AFRIN will give AFRIN Saline Mist instant credibility and make consumers believe it is an efficacious, safe product they can trust.

So before you make your calls, you're already dealing with a product consumers know, respect ... and buy.

AFRIN is described as the “gold standard” in topical decongestants by the Cold Market Structure Research Study – and AFRIN hasn't lost its Midas touch. AFRIN still commands the decongestant market with a decisive 33% share. It's still the top selling and most recommended – by both physicians and pharmacists – nasal spray in the \$206 million category.

Regarding professionals, pharmacist recommendations for saline nasal moisturizers now average 11 per month among chain store pharmacists, compared to 10.9 average recommendations for topical nasal decongestants.

AFRIN currently dominates topical nasal decongestant recommendations with over 70% and can translate this strength into a leadership position with pharmacists for saline recommendations.

AFRIN Saline Mist is a super addition to the AFRIN line. Other than decongestants, a saline nasal spray is the only other tropical therapy for nasal discomfort.

And AFRIN Saline Mist is not only another fine AFRIN product ... it's a Schering-Plough HealthCare product ... backed by the Schering-Plough reputation with both pharmacists and physicians for ethical medications.

AFRIN Saline Mist also meets what consumers said they want in a saline nasal spray. And it works!

AFRIN Saline Mist dispenses a very fine, light mist ... consistently on every use ... so that it gives nasal spray users gentle, soothing moisture to inflamed, dry or irritated nasal membranes.

Look at the product's other benefits: It relieves stuffy, blocked nasal passages ... it works immediately ... it makes breathing easier ... it can be taken with other medications ... and since it's non-medicated, it can be taken as often as needed and it's safe enough to give to infants. You can't ask for a more complete product to sell!

Consumers know we've got another good thing. They raved about AFRIN Saline Mist. Just look at the high scores and comments from consumers for products with AFRIN Saline Mist's characteristics:

- "A product I can depend on" – 92%
- "A brand I can trust" – 87%
- "Provides almost immediate relief" – 85%
- "Not habit forming" – 84%
- "Can use as often as I want without side effects" – 79%

AFRIN Saline Mist is available in a convenient 10 mL bottle, at a price of \$2.90 – competitive with Nasal, yet consistent with the premium pricing that a high quality, efficacious product commands.

And to support you, we've planned these exciting consumer and trade promotions.

Here's a quick peek at some of AFRIN Saline Mist's introductory support. Bill Mischler will provide you with all the details in just a few minutes.

There you have it ... the AFRIN Saline Mist story. All you need to make it a category leader ... and to hit a home run every time you're up at bat.

Remember, it's not a movie ... it's the real world of nasal sprays. We need more than one home run to win.