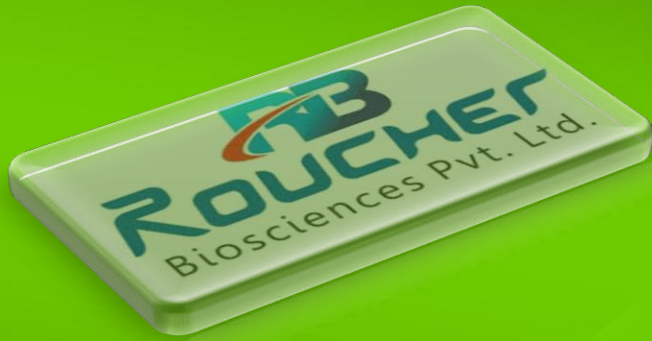




SUPPLEMENT NUTRACEUTICAL APPROACH EFFECTIVE IN OSTEOARTHRITIS AND ITS EFFECTIVE MARKETING CAMPAIGN

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TABLE OF CONTENT

- ☐ Introduction
- ☐ Literature review
- ☐ About
Calcitriol combination
- ☐ Hyaluronic acid combination
- ☐ Cissus quadrangularis combination
- ☐ OBJETIVE & Methodology
- ☐ Marketing campaign
- ☐ Recommendation
- ☐ Data analysis
- ☐ Conclusion
- ☐ Reference



INTRODUCTION

- Osteoarthritis is common type of arthritis where degeneration of bone occur it is also called degenerative joint disease
- It leads to degeneration of articular cartilage inner lining of joint space
- It prevalence is 22% to 39% in India.
- Progressive loss of articular cartilage which means not separate two bones but produces significant friction between them and trigger inflammation and pain.
- Risk factor is obesity, age, sex and genetics.
- Over age of 65 has chronic osteoarthritis pain in knee.



LITERATURE REVIEW

- Lipi Das, Eshani Bhaumik, Utpal Raychaudhuri and Runu Chakraborty, published on 26 February 2011: role of nutraceutical in human health this article focused on the impact of nutraceutical in human health. Nutraceutical is the nutrient which comes from the natural source. It focused on various food product which is used as nutraceutical such as dietary fibre, probiotic, prebiotic and different type of natural food and herbals. These nutraceutical helps in reducing the major health problem like cardiovascular disease, obesity, osteoporosis, arthritis and cholesterol etc
- Australian family physicians, volume 31 June 2002 glucosamine: a nutraceutical in osteoarthritis this article revealed a positive view about glucosamine that it is use for the treatment of osteoarthritis and considered as safe and it is available as OTC product for the treatment of osteoarthritis pain.
- Journal orthopedic today 1 December 2010 this journal reveals about nutraceutical option for osteoarthritis in sport person and reveal safe and effective result of glucosamine and chondroitin sulfate.

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graph TD; A[Calcitriol Combination] --> B[Hyaluronic Acid Combination]; B --> C[Cissus Quadrangularis Combination];
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CALCITRIOL COMBINATION

- Used to treat vitamin D deficiency & calcium deficiency in patients shows effective in treating osteoarthritis

HYALURONIC ACID COMBINATION

- It is a substance naturally found in body
- Used in patient with knee osteoarthritis and joint disorders
- Use as in combination

CISSUS QUADRANGULARIS COMBINATION

- It is used for bone health and weight loss

OBJECTIVE

- To study the osteoarthritis market size
- To identify the prescribed brand for osteoarthritis
- To determine the usage of nutraceutical product
- To determine the effective marketing campaign

METHODOLOGY

- Research type: Descriptive
- Type of data: Quantitative
- Technique of data collection: Secondary data collection
- Technique of data collection: simple convenient method
- Data evaluation: data was evaluated using MS-Excel



STAND
AGAINST
PAIN

MARKETING CAMPAIGN

for running this campaign targeted audiences are

- Orthopedics
- Dieticians
- Gynecologists
- Physicians
- chemists

This campaign are related to show the nutraceutical approach effective in osteoarthritis as well known the drug prescribed for osteoarthritis are doctors, dieticians consultant and chemist also because most nutraceutical product user buy directly because nutraceutical are also consumer based and sold as over the counter.

First thing should do that awareness about nutraceuticals using social marketing tools many consumers of nutraceutical who buy this product are Centre for health wellness channel because they see nutraceutical as natural alternative.

Social media tools are use for this approach

- QUORA with slogan
- WEBINAR **YOU CHOOSE WE SUPPORT**
- FACEBOOK
- INSTAGRAM
- PINTEREST



PLAY
FREE

MARKETING CAMPAIGN

For running this campaign targeted audience

- Sports person

The purpose of running this campaign is to aware sports person for nutraceutical. Osteoarthritis also affect sports person. Athletes effected by joint injuries depending upon what type of sports are played basketball player are more likely to have arthritic pain in ankle, soccer player in knee, footballer in hip, gymnast in hip and weight lifter in spine

Promoting your product and service in gym, dieticians, doctors acquire sport person to know about your brand.it known that athletes do training and take advice from dietician. Nutraceutical dietary supplements are very helpful in sport person who have osteoarthritis.

- Promote your brand in gym give them free sample of your product for one month use after one month take review of your target sport persons.
- Launch your product in big e-commerce site in amazon and flipkart it will help you to know your product review and also in online e pharmacy like 1mg

With slogan

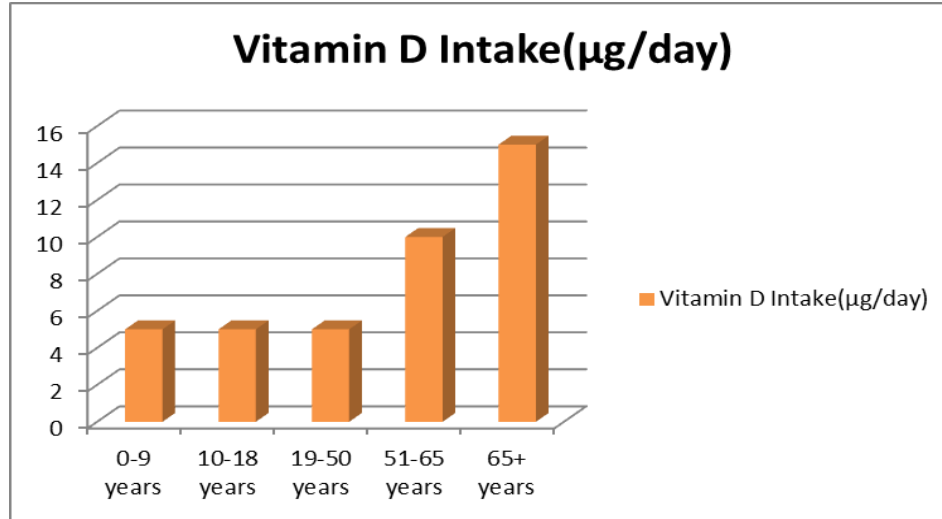
NOT LET THE PAIN TO STOP YOU FROM PLAYING

RECOMMENDATION

- There are somewhat barrier in adopting nutraceuticals some articles show misconception about nutraceutical that it is not natural and effective compare to other medicine effective. One should take consideration this point in launching product.
- Distribution channel it sold as over the counter drug also promoting brand to chemist will enhance it growth.
- Supplements vitamin D and calcium need to promoted among orthopedics, surgeons, physician.
- Need to understand consumer behavior time to time.
- More awareness programs are required for doctors and patients about your product and show them what make you different from others.
- In label must have mention target group of people like image, it will impact more.

DATA ANALYSIS

1. The graph showing daily recommended vitamin D intake of different age groups



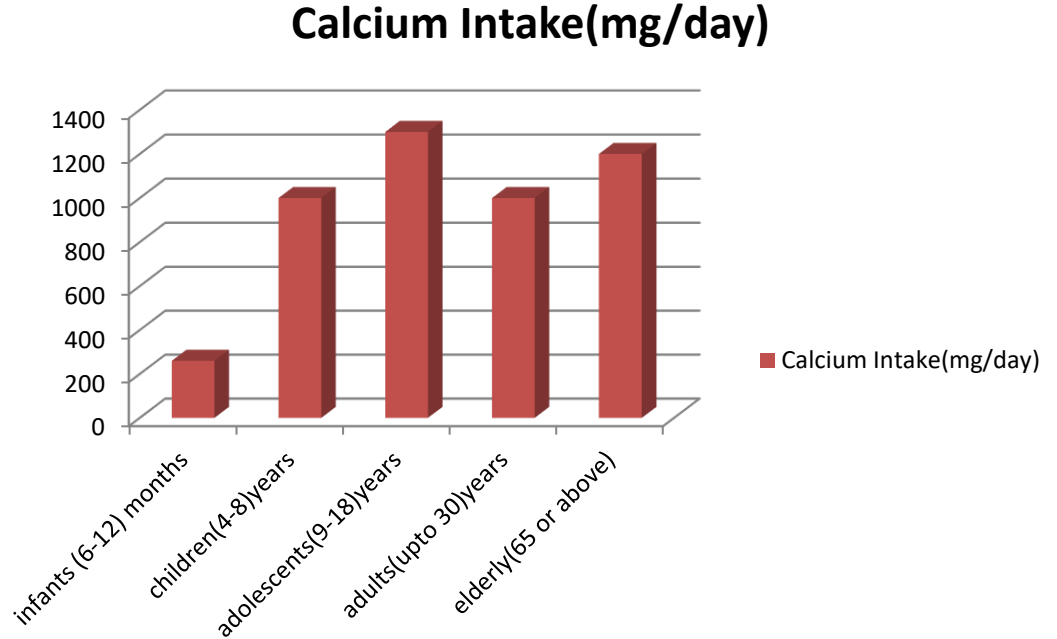
Interpretation:

The graph showing daily requirement of vitamin D intake of different age group. Vitamin D is essential for osteoarthritis patient mainly for age group 65 or above

2.The graph showing daily recommended intake of calcium of different age groups

INTERPRETATION:

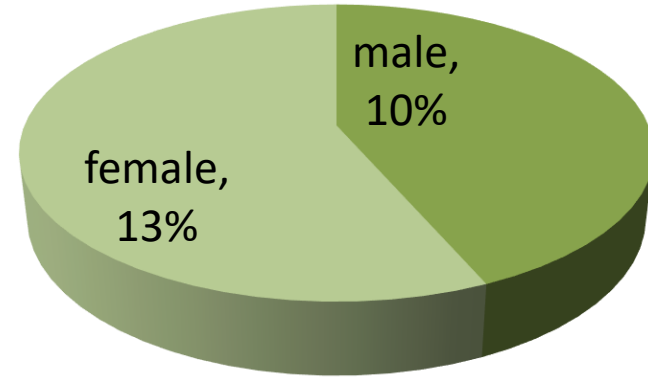
The daily recommended calcium is required for Maximum by elderly and adolescents



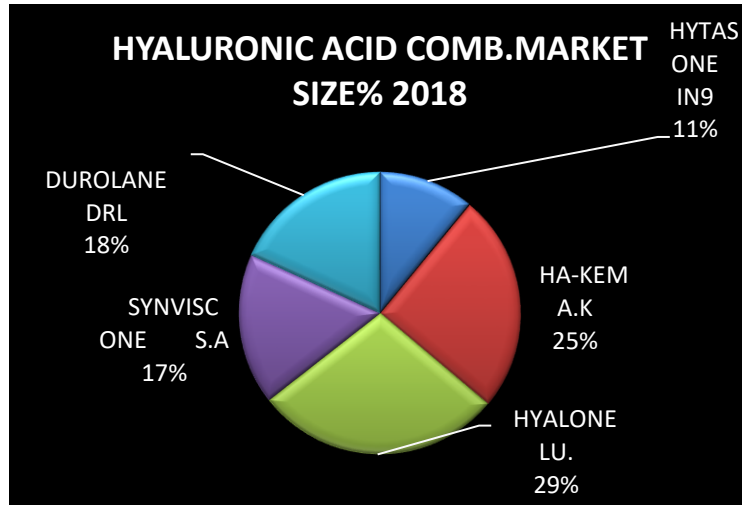
3. Who is more likely to have osteoarthritis

INTERPRETATION

This chart is showing female are more effected than male

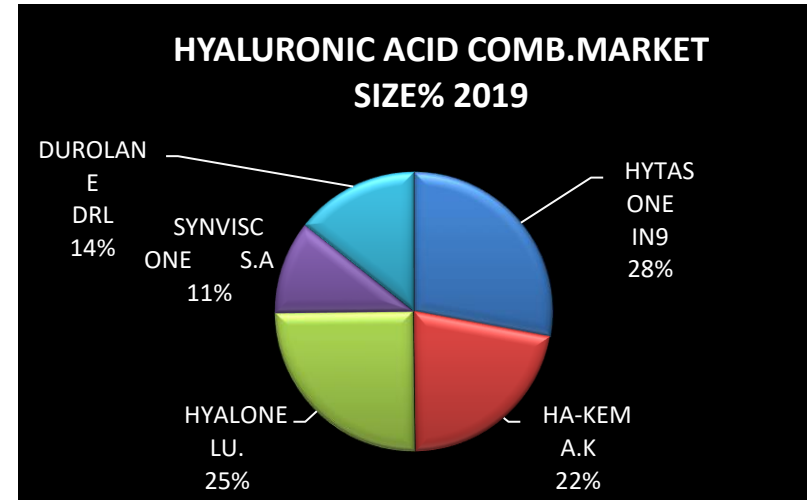


4. The chart showing market size of hyaluronic acid combination



INTERPRETATION

the chart is showing market size of different brand of hyaluronic acid 2018



INTERPRETATION

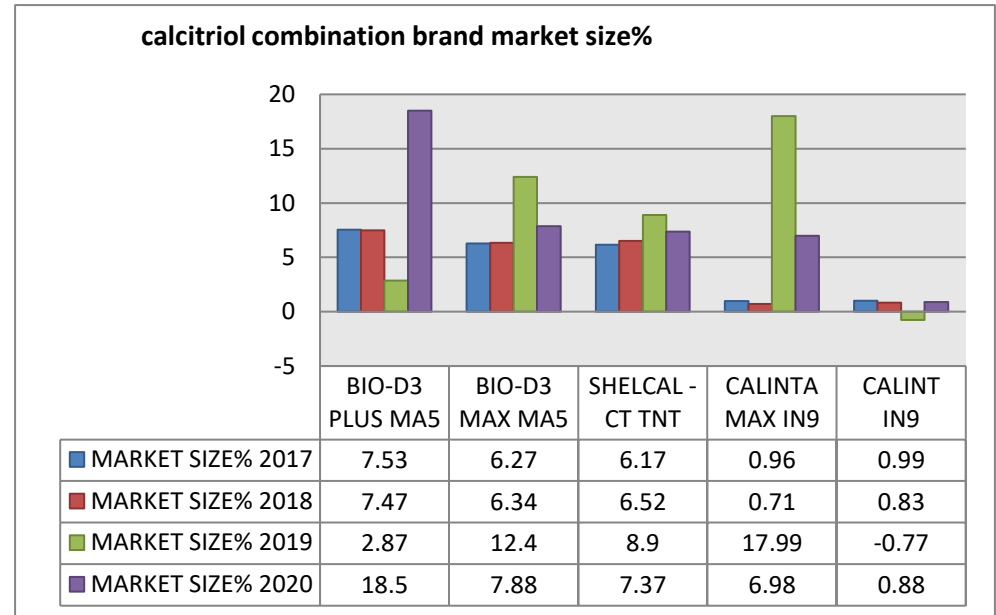
the chart showing market size of different brand 2019

5.The graph showing market size of Calcitriol combination

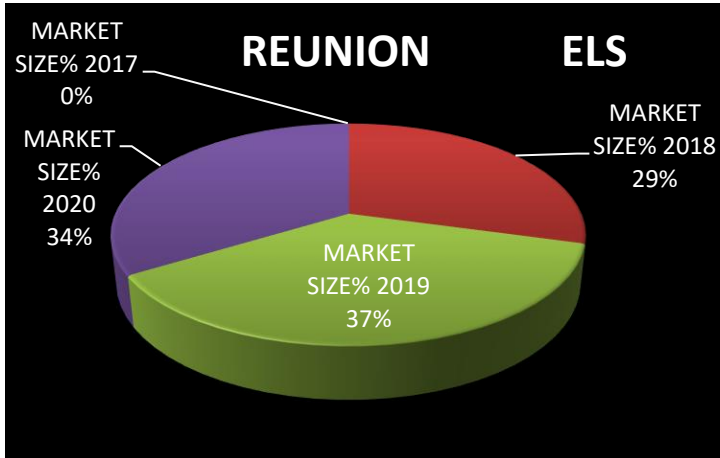
INTERPRETATION

The graph is showing different brand of calcitriol Combination.

BIO-D3 PLUS and CALINTA MAX IN9 has maximum Market size

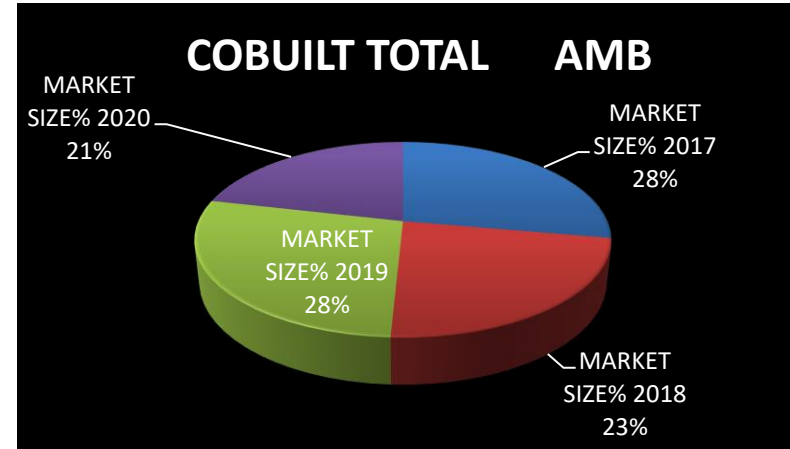


7.The chart is showing different brand of cissus quadrangularis combination



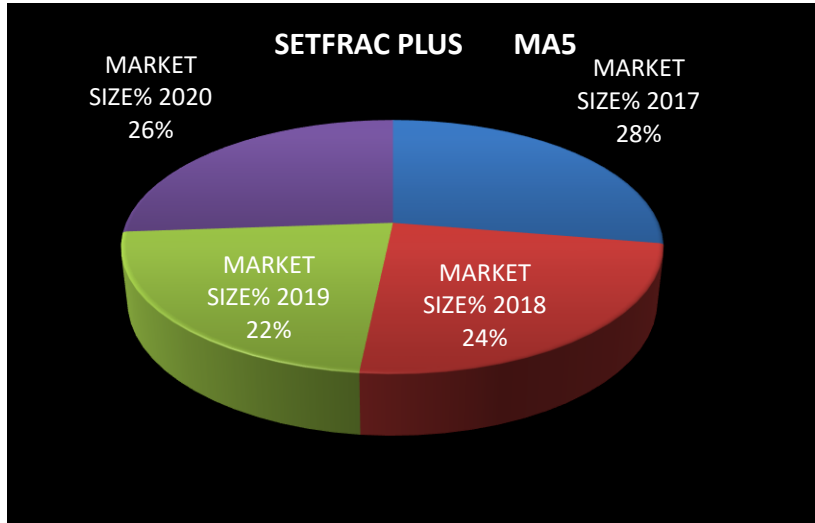
INTERPRETATION

this chart is showing reunion brand market size in which year 2019 has highest market size.



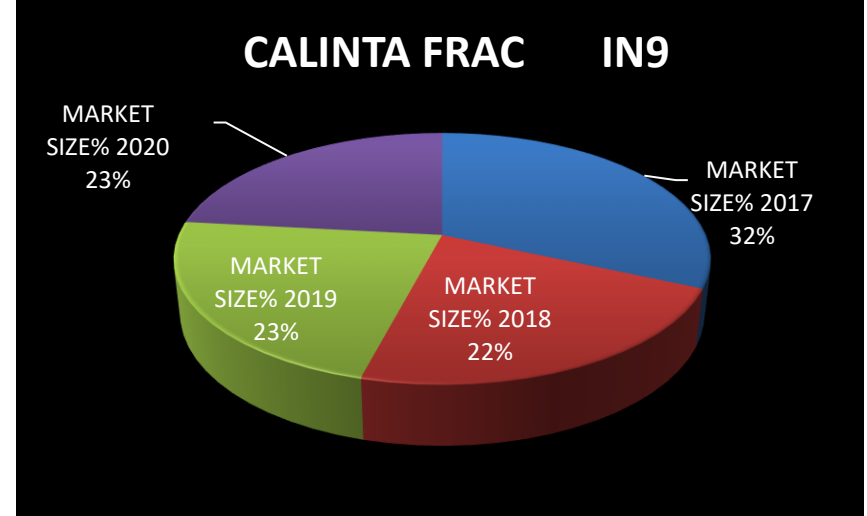
INTERPRETATION

chart showing market size of cobuilt total amb brand in which less market in year 2020 and in the year 2017 and 2019 shows same market size there is no decrease or increase between this two year



INTERPRETATION

chart shows market size of setfrac plus brand highest market size in the year 2017



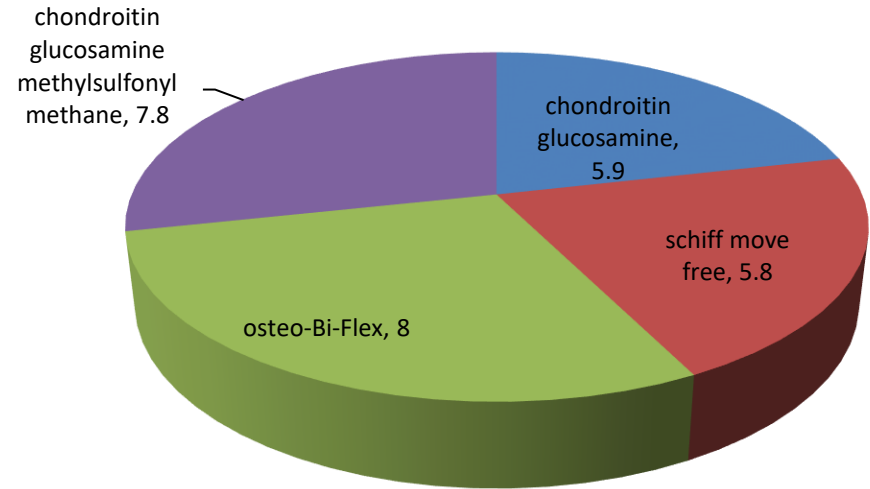
INTERPRETATION

chart shows market size of calinta frac brand highest market size in the year 2017

8. The chart showing rating of different brand of nutraceutical in osteoarthritis

INTERPRETATION

this chart is showing different nutraceutical brand in which osteo-bi-flex has highest rating.



CONCLUSION

- The information provided is contributed towards the depth knowledge of nutraceutical in osteoarthritis. Calcium combination molecule Calcitriol and vitamin D supplement are show good result in osteoarthritis different brand of this combination will hit the market and other will hyaluronic combination, cissus quadrangularis and glucosamine.
- Increasing consciousness for health among people will move users towards nutraceuticals which help nutraceutical market grow fast.

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THANK YOU