

Don't tell mum: New paediatric range from Serrix

Amid rising consumer demand for effective natural products, particularly in the paediatric segment, Netherlands-based Serrix has developed a range of medical devices to treat a number of common childhood ailments. Here we profile the innovation-led company and its latest product launch.

Serrix: Innovation the name of the game

Established and based in Amsterdam, Serrix focuses on the development, sale and marketing of consumer healthcare products, with a portfolio of six brands including options for cold sore, diarrhoea, eye health and a well-extended antifungal range. The company's focus on innovation includes developing brands internally as well as in co-operation with external partners. Founded in 2007, Serrix has grown dynamically and is now a leading player among antifungals in several markets, with key brand Mycosan (antifungal footcare line) reaching various Top 3 positions in EU.

With its products available in 27 markets, the company often enters into licensing / distribution agreements for the international sale of its products, with companies such as Merck (Mycosan) and PGT (SoreFix cold sore treatment) acting as distributor in certain markets.

Don't tell mum: Rising demand for proven products

Recognising the growing consumer demand for "green" products that offer proven efficacy and are easy to use, particularly in the paediatric category, Serrix has created Don't tell mum to tackle a number of childhood ailments. The line of medical devices is claimed to deliver clinically-proven efficacy through natural-based formulations, while being easy and pleasant to use for parents and children.

The line currently comprises **Don't tell mum Chickenpox Treatment** and **Don't tell mum Eczema Repair**, both in 50ml tubes. The former contains natural

ingredients and zinc oxide and is said to relieve itch and therefore reduce the associated risk of scarring and bacterial infection. The unique, soft brush applicator tube allows for hygienic and precise application without damaging the blisters, while it also facilitates easy single-handed application for parents.

Meanwhile, **Don't tell mum Eczema Repair** is claimed to be an instant itch-relief product, effectively treating symptoms of eczema and rated excellent in dermatological tests. The product restores the skin barrier function through a unique combination of ceramides, fatty acids and vegetable cholesterol, mirroring the natural lipids in the skin. Serrix indicates that Don't tell mum will be extended before end-2018, with several products currently under development.

Launch: First launch in NL, plans for European expansion

Initial launch will take place in Serrix's domestic market, with Don't tell mum Eczema Repair and Don't tell



Marketing for Don't tell mum will emphasise the strong bond between mothers and children



Don't tell mum Chickenpox Treatment



Don't tell mum Eczema Repair

mum Chickenpox Treatment available in Netherlands from September 2018. Serrix's goal is that the line will be stocked at all major retailers, drugstores and pharmacies. As with all products in its portfolio, Serrix plans to launch Don't tell mum internationally through exclusive distribution agreements, with an initial focus on countries such as France, Germany, UK and Spain. Serrix is currently in discussions with several MNCs and expects to announce new partnerships in Q3 2018.

A+P: Campaign targets parents and HCPs

Don't tell mum translates the common "What's wrong?" dialogue between parent and child into a strong and recognisable brand identity, with consistent language and imagery used across packaging, in-store and online.

A comprehensive A+P campaign targets first-time mothers in particular, who are often engaged, curious and actively seeking information on how to maintain a healthy and happy family life. Serrix will create brand ambassadors by actively including such mothers in experience panels and sharing their insights on ailments, while the views of HCPs will also be included on supporting social media channels, as well as brand website donttellingmum.com. Social media platforms such as Facebook and parenting forums will be used to create awareness about specific paediatric

complaints, promote discussion among parents and offer vouchers to increase brand awareness. Traditional media will also be utilised, including ads in parenting magazines.

Meanwhile, Serrix will invest in professional and HCP detailing to build the brand's profile and boost recommendations. This particular strategy will have a dual focus on day care facilities and midwife practices, with product sampling, the Don't tell mum A-Z childhood ailment guide, brochures and discount vouchers available.

Outlook: Well-positioned for growth

With rising consumer awareness of the health and environmental benefits of natural products, Don't tell mum is well positioned for growth as parents look to try non-medicated solutions to everyday health complaints, while mass market availability of the products increases convenience. Serrix's track record of success through licensing deals provides a positive outlook for Don't tell mum on the international stage. ✕

For more information about **Don't tell mum** products and distribution opportunities, contact Kjell Verhoeff at kjell.verhoeff@serrix.com / +31 20 33 787 03.