

One Dose at a Time from a Bottle?

One World introduces the NextBottle as an alternative to amber pharmacy-dispensed vials.

Encouraging pharmaceutical compliance with a bottle is possible thanks to the latest revolutionary design from One World Design and Manufacturing Group. The NextBottle is the first bottle to dispense one dose at a time while indicating the day and time to better ensure patient compliance in taking medication. According to Marty Mason, One World's Director of Marketing and Package Solutions, "Better compliance leads to better health outcomes, resulting in a win-win-win proposition for patients, pharmaceutical companies, and healthcare providers."

Featured on our cover this issue, the NextBottle is a reclosable package that provides the same child-resistant, senior-friendly attributes of a traditional medicine bottle, eliminating the risk of testing failure toward the end of product development and market launch.

Once opened, the interior of the bottle features a dial across the top that allows dispensing of one dosage only per day via a dial mechanism outlining the days of the week. (The dial can be manually advanced to expel dosages for subsequent days.)

Benefits outlined by One World for its latest design include its distinctive shape that provides a large billboard space for pharmacy labels and the ability to be stacked, minimizing storage space. Branding opportunity via differentiation is also expanded with this unique design. Additionally, the NextBottle can

be run on existing packaging equipment installed at most pharmaceutical companies. Durability of the high-density polyethylene material allows for improved portability.

The NextBottle is focused on providing an alternative to the typical amber-colored plastic bottles in which the vast majority of prescription drugs are dispensed at the pharmacy. This package encourages patient compliance, which the traditional bottle cannot, while providing child resist-

ance with a conventional push and turn cap as well as being easy for adults to open.

One World Design and Manufacturing Group, based in Warren, NJ, design and manufacture highly innovative pharmaceutical packaging aimed at improving patient compliance while providing enhanced branding opportunities. For further information, contact Marty Mason, at 908/769-1234, ext. 150, or by e-mail at mmason@oneworldmfg.com. ✓



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The NextBottle dispenses one dose with the turn of a dial.