



Keep California Flavor-Full!



The Medication Flavoring Landscape in California

- 3,000+ California pharmacies offer flavoring to their customers, primarily for commercially available liquid medications
- 6 million children under the age of 11 live in California - these children typically take liquid medications when they are sick
- At least 300,000-500,000 medications are flavored every year in California's pharmacies, depending on the severity of cold/flu season
- Commonly flavored medications in California's pharmacies include,
 - Amoxicillin
 - Augmentin
 - Cleocin
 - Tamiflu
 - Zithromax
- The most popular medication flavors selected by children in California are:
 - Bubblegum
 - Grape
 - Mango
 - Strawberry
 - Watermelon



Flavoring in Action
Jamie T.
Pharmacy Manager in California

“As we all know clindamycin liquid is not very appealing to any kid the smell alone is horrendous. We had a young patient needing about 6 bottles to complete her therapy and the mom said she hates taking medication so she was worried about her daughter not taking this antibiotic. I told her we can flavor it and the machine we have marks which flavors work best with the medicine. The mom was very excited and I gave her the options. She asked if we could do a different flavor for each one if possible and I said yes excitedly, I marked each bottle with the recommended flavor from FLAVORx. I told the mom which ones were which she was very happy we were able to help her daughter. I called her 2 days later to see how her daughter was doing and she was almost in tears her daughter loved the grape-ade flavor the best. She was so appreciative of our call. It was all because we have the amazing machine to help guide us and made it super easy to help our patient.”



Most, if not all, of us have been there. Whether you hated taking medicine as a child or your children struggle with it now, taste is almost always the reason the medicine won't go down without a fight.

Due to the California Board of Pharmacy's forward-thinking approach, every pharmacy in California has the ability to improve pediatric compliance and make medicine-time easier for children by letting them choose how their medicine will taste.

That's because, since 2014, the California Board of Pharmacy has had the following language on the books:



Article 4.5 Compounding 1735. Compounding in Licensed Pharmacies (b) “Compounding” does not include reconstitution of a drug pursuant to a manufacturer’s direction(s), nor does it include the sole act of tablet splitting or crushing, capsule opening, or the addition of flavoring agent(s) to enhance palatability

NO ADVERSE EVENTS:

Since this language was adopted almost a decade ago, millions of children’s medications have been flavored in California’s pharmacies with no reported adverse events or incidents of harm. Furthermore, over our 25+ years of operation, we estimate 180 million medications have been flavored using the FLAVORx system across the country, again with **no reported adverse events or incidents of harm.**



IMPACT ON CALIFORNIA KIDS:

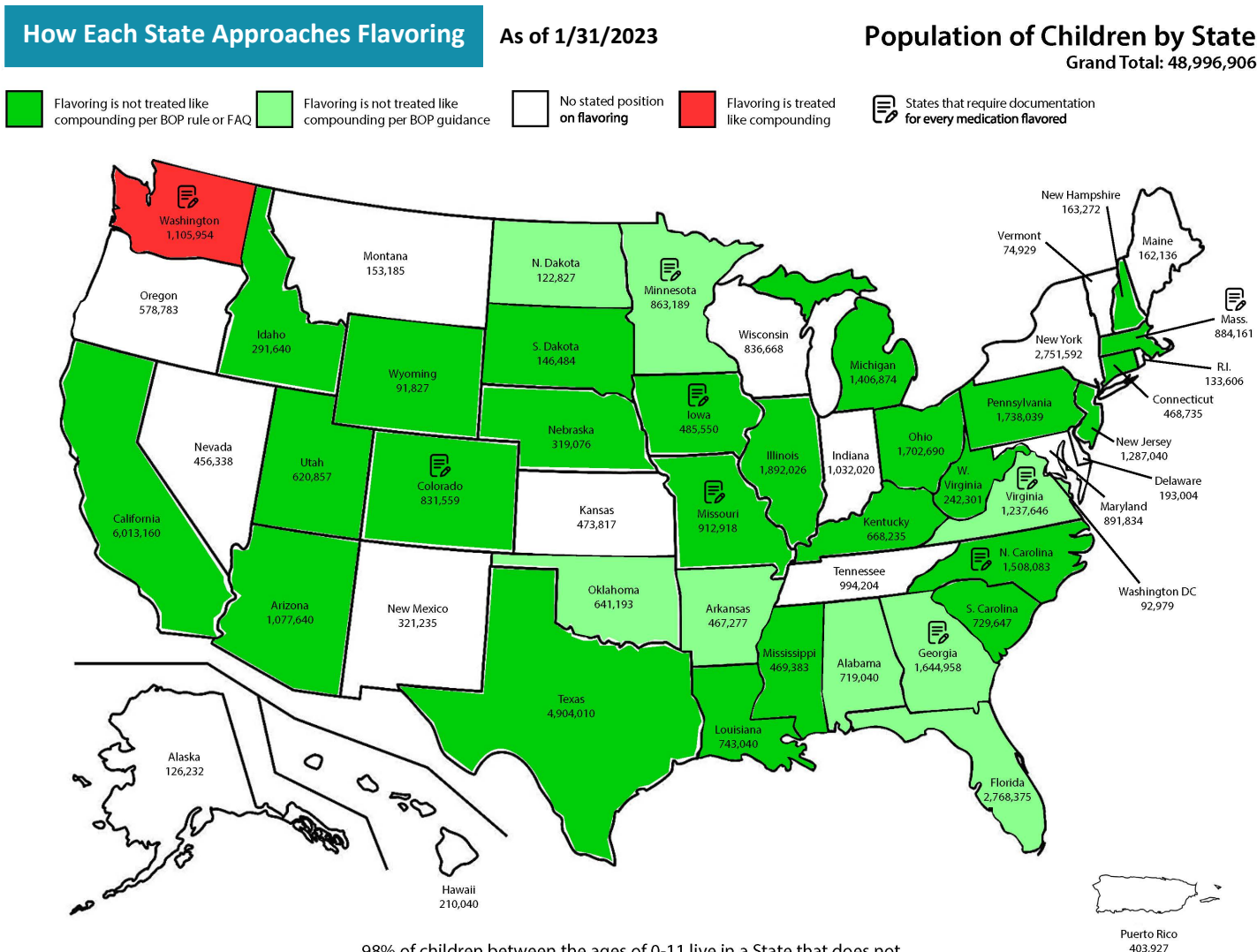
Should the California Board of Pharmacy change its currently held position on flavoring and begin to regulate this core pharmacy service under new USP 795 non-sterile compounding standards, most pharmacies in California will cease to offer flavoring to their customers. If that were to happen, parents in California, who rely on flavoring now, will be forced to resort to home-cooked methods to get the medicine down or, what’s even more likely, kids won’t take their medicine at all. That would be disastrous for children’s health.

REQUEST:

On behalf of the thousands of pharmacies in California who provide the flavoring service and the millions of children who benefit from it, **we urge the California Board of Pharmacy to stay the course and keep "the addition of flavoring agents" an activity that is not included in compounding.**



It is important to note that there is nothing new about USP's stance on flavoring. This has been USP's position since 2004. The California Board of Pharmacy felt otherwise in 2014, and took the forward-thinking position currently found in Article 4.5 Compounding 1735. By keeping a flavoring carve-out provision in place, the Board is further demonstrating its commitment to protect and promote the safety and health of all Californians.



98% of children between the ages of 0-11 live in a State that does not consider flavoring of medications to be compounding.

Data Source: Population Division, U.S. Census Bureau