



July 2020

FLARIN (lipid-formulated ibuprofen) introduces FLARIN JOINT & MUSCULAR PAIN RELIEF

Infirst Ltd announces that the Flarin brand range will be expanding with the launch of **Flarin Joint & Muscular Pain Relief** from July 2020. **Flarin Joint & Muscular Pain Relief**, which has a GSL licence, will be available for consumers to self-select from the pain relief aisle. **Flarin Joint & Muscular Pain Relief** contains the same distinctive red and blue lipid-formulated capsules as the existing Flarin brand. The name has been carefully chosen to aid consumers in choosing appropriate treatment for their joint or muscular pain without needing to visit the pharmacy counter.

Flarin Joint & Muscular Pain Relief will be launched in Boots and online retailers stocking **Flarin Joint & Muscular Pain Relief** from July 2020.

‘This is an exciting development for Flarin as introduction of a GSL option will make it possible for consumers to purchase lipid-formulated ibuprofen without the need to visit the pharmacy counter,’ commented Andrew Macmillen (Managing Director, infirst Ltd). ‘It will improve consumer access to Flarin’.

Flarin Joint & Muscular Pain Relief has the same ‘on pack’ claims as Flarin, ‘Relief from joint pain and inflammation’ but it is distinguished from the Flarin (P) pack by having a distinctive red pack. Flarin and **Flarin Joint & Muscular Pain Relief** advertising will continue to highlight the two claims that have resonated so well with consumers :

- No other ibuprofen has been proven to be more effective for joint pain¹
- Unique lipid formulation helps shield the stomach from damage²

Flarin Joint & Muscular Pain Relief is available in packs of 12 and retails at a RRP of £5.29. Flarin® 200mg soft capsules is available in packs of 30 and 12 and retails at a RRP of £9.95 (30) and £5.29 (12). Flarin Joint & Muscular Pain Relief is available in packs of 12 and retails at a RRP of £5.29. For more information visit www.flarin.co.uk or www.facebook.com/FlarinUK/

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References:

1. Bierma -Zeinstra SMA, Conaghan PG, Brew J et al. *Osteoarthr Cartil*: 2017 25; 12: 1942–1951 Open Access: <http://dx.doi.org/10.1016/j.joca.2017.09.002>
2. Data on file, Infirst Healthcare Ltd.

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Date of preparation July 2020