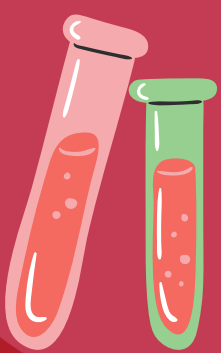
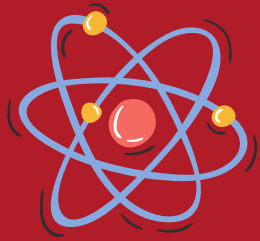




Applications of sensory evaluation in the pharmaceutical development process

1 DRUG DISCOVERY

NCE (New Chemical Entity) or new drug substance selected



PRE-CLINICAL TESTING 2

Safety and efficacy tests *in vitro* and *in vivo*.

- Evaluation of visual and smell characteristics (no tasting / ingestion / administration);
- Use / handling test: Packaging / manual instructions;
- Concept test.

Request to regulatory agencies for permission to initiate clinical studies

3 CLINICAL TRIALS

Safety assessment of new drugs with healthy volunteers.

Divided into 3 phases:

PHASE 1



20 - 100

PHASE 2

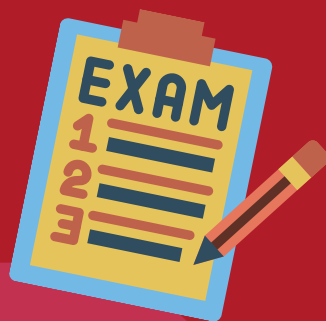


100 - 500

PHASE 3



1000 - 5000



Sensory studies:

a) With healthy patients

- First taste assessment: Palatability / Acceptability;
- Use / handling test: Packaging / manual instructions

b) With sensory panel:

- Development of Placebos with descriptive and discriminative tests.



REGULATORY REVIEW, POST MARKETING CLINICAL TRIAL PHASE 4

- Identification of reformulation needs;
- Satisfaction survey.

