



For Immediate Release

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New Pharmaceutical Services Company – Senopsys – Makes Pharmaceuticals More Palatable

*Massachusetts Firm Improves Taste, Aroma, Texture and Mouth Feel of Drugs,
Enhancing Patient Acceptability and Compliance, Health Outcomes
and Product Sales*

Saugus, Mass. – Jeff Worthington, a noted expert in pharmaceutical sensory analysis and formulation development, today announced the launch of Senopsys LLC, a specialty services company that partners with pharmaceutical, biotechnology and drug delivery companies and their contract research organizations (CROs) to improve the palatability of pharmaceuticals.

Headquartered in Massachusetts, Senopsys uses proprietary sensory assessment tools to identify the critical sensory attributes of drug substances, quantify taste masking challenges, measure the flavor quality or palatability of drug prototypes and competing products, and develop target sensory profiles that result in patient-acceptable pharmaceuticals. The company also works with drug developers to assess the suitability of novel dosage forms for specific drug substances and develop new formulation systems for investigational and approved drugs.

“The simple truth is if patients don’t like a medication, they just won’t take it, which can have far-reaching implications on patient health and the widespread acceptance of a drug product,” said Worthington, founder of Senopsys. “Many will point to a product’s flavor – orange, grape, chocolate – as the key determinant of patient acceptance; but a drug’s palatability is much more complicated than its flavor. The key to developing palatable pharmaceuticals lies beneath the surface and includes factors such as balancing the four basic tastes – sweet, sour, salty and bitter -- building blend and body, extending the aftertaste duration, and adding beneficial mouth feel factors.”

“Unfortunately, few drug developers have the expertise to effectively evaluate or optimize these factors, which can have such a significant impact on acceptability and sales,” Worthington continued. “This is where Senopsys steps in. We help reduce technical and market risks associated with a product’s aesthetics so that developers can concentrate on other technical aspects of clinical and commercial development.”

Senopsys is an independent and objective partner that does not license technology or sell ingredients. The results of the company's work are custom formulations that meet the needs of diverse patient populations.

Drug manufacturers continue to introduce new dosage forms, such as fast dissolving tablets, oral films and soft chews, that are more convenient, portable and easier for children, the elderly and impaired patients to swallow. Most of these dosage forms are based on food technology and each has its own set of unique challenges -- such as taste masking, hardness, texture, stickiness, and ease-of-swallowing -- that developers must address to create a product patients will find acceptable. Senopsys applies its knowledge of flavor construction, excipient functionality and processing technology to develop formulations for both traditional and novel dosage forms of investigational and approved drugs that meet the needs of specific patient populations.

“Developing palatable drug formulations for specific patient groups can be a daunting challenge,” said Worthington. “The pediatric market, for example, is particularly tricky – and likely the reason that drug developers have not introduced more pediatric medications despite regulatory requirements and incentives to do so. Many of the dosage forms that work for adults, such as tablets and capsules that bypass taste receptors, simply are not age appropriate for children. Senopsys has the expertise to develop palatable dosage formulations that are acceptable to any patient group.”

Senopsys was founded by Jeff Worthington, who has more than two decades of experience working with drug developers to improve the palatability of drug formulations. Worthington has contributed to the clinical and commercial development of numerous prescription drugs including antibiotics, antivirals and antihistamines. Worthington also has contributed to the commercial development of a wide variety of over-the-counter medications, including antacids, analgesics and cough syrups.

Worthington has published papers on the development of palatable pharmaceuticals and is a frequent speaker on the subject at industry conferences. He has delivered hundreds of on-site seminars internationally for a diverse range of healthcare organizations and is involved in the National Institutes of Health’s Best Pharmaceuticals for Children Act Program’s Pediatric Formulation Initiative.

About Senopsys

Senopsys is a specialty services company dedicated to the development of palatable pharmaceuticals. The company partners with pharmaceutical, biotechnology, and drug delivery companies and their contract research organizations to develop drug formulations that are acceptable to patients. The company assists in ensuring patient compliance to medical therapies, enhancing patients’ health outcomes and improving drug sales. For further information about Senopsys, please visit www.senopsys.com or contact the company at info@senopsys.com or 781-231-1818.

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