

# **Pain Management: Competitor Analysis & Matrix**

*Strategy Document: Market Intelligence Unit*

## **1. Competitive Landscape**

Veldra's pain portfolio focuses on **Physical Manifestations**. We compete primarily with traditional NSAIDs (Non-Steroidal Anti-Inflammatory Drugs) and other specialized muscle relaxants.

## **2. Head-to-Head Comparison**

Veldra's advantage lies in the speed of relief and the reduction of gastrointestinal side effects common in over-the-counter alternatives.

**Table 4: Competitor Matrix**

Metric	Veldra Zaloric	Generic Ibuprofen	Brand-Name Naproxen	Aetheris Nuvia (Indirect)
<b>Category</b>	High-Strength Muscle Relaxant	NSAID (Anti-inflammatory)	NSAID (Long-acting)	Low-dose Calming Agent
<b>Speed of Action</b>	30-45 Minutes	60+ Minutes	90+ Minutes	20-30 Minutes
<b>Duration</b>	8 Hours	4-6 Hours	12 Hours	4 Hours
<b>GI Stress</b>	Low	High	Medium-High	Very Low

<b>Sedation</b>	Moderate (intentional)	None	None	Mild
<b>Best For</b>	Spasms / Acute Back Pain	Fever / Minor Aches	Long-term Joint Pain	Social Anxiety

### 3. Strategic Positioning: "Body vs. Mind"

When selling the Veldra portfolio, focus on the **physicality of the pain**.

- **The Veldra Patient:** Is physically limited. Their pain is "sharp," "tight," or "throbbing." They need to get back to work or physical activity.
- **The Aetheris Patient (Competitor):** Their pain is "mental weight" or "nervous tension."

#### Winning the Pitch:

If a physician mentions they already prescribe Lydrenex-based products (like Nuvia), highlight that **Zaloric** is optimized for **skeletal muscle penetration**. A low-dose anxiolytic will not provide the force needed to release a seized lumbar muscle.

### 4. Market Share Projection

With the launch of the updated Zaloric campaign, Veldra aims to capture 22% of the "Acute Back Pain" market currently held by generic NSAIDs, by emphasizing "Treatment without the Heartburn."

Veldra Therapeutics: Defining the Standard for Physical Wellness.