### 

### My lunching pharmaceutical product name is

**“Rh hand sanitizer”**



Abstract :

### Washing of hand is utmost important to reduce the microbial

### contamination in hospital, laboratories, toiletries and at home.

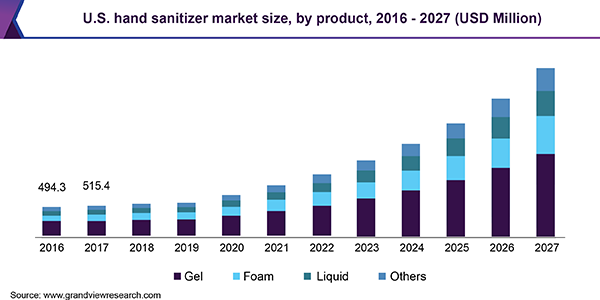
Most of the hospital acquired infections are caused due to the unhygienic condition of the hands of both the patient and the hospital staff. The most common use to disinfect the hands is to wash it with clean water. However the water used may not be safe all the times and therefore the use of soap and detergents have been introduced in addition to the water. Still in recent times the hand sanitizers have been introduced in the market which have a great bactericidal activity and safe for use. The hand sanitizers available in the market are both alcohol based and non-alcohol. The alcohol based hand sanitizer almost kills 99.99% microorganisms including the most resistant form. The alcohol free hand sanitizer viz. povidone-iodine, benzalkonium chloride or triclosan have persistent antimicrobial activity for a prolonged period and claim to be effective in killing microorganism.

Introduction:

Most of the hospital acquired infections are caused due to the unhygienic condition of the hands of both the patient and the hospital staff. It is therefore the strict instruction of the medical council and W.H.O to clean the hands by the approved hand sanitizers available in the hospital. Because of the poor hand hygiene the people suffers from majority of nosocomial infections including gastrointestinal and respiratory infections. Thus it is important to decontaminate the hands using safe water or wearing gloves. However it is not always possible to make available. the safe water and the gloves which are present only in the hospitals. Thus the best and easy available source to disinfect the hands is the use of hand sanitizers which can be easily installed in hospitals, laboratories, restaurants and in toiletries. The emergence of novel pathogens, bacterial or viral, has always posed serious challenges to public health around the globe. One of these dangerous pathogens is “severe acute respiratory syndrome corona virus 2” or SARS-CoV-2, more commonly known for causing corona virus disease 2019 or COVID-19, which has been declared a global pandemic by the World Health Organization in early 2020. Since its discovery in December 2019 in Wuhan, there have been over three million confirmed cases worldwide by April 2020.[1](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7301780/#bib0001) With cases increasing exponentially around the world, it has caused significant burden on all aspects of society despite aggressive isolation methods to prevent the spread of the virus. Currently, therapeutic strategies to deal with COVID-19 are only supportive, making prevention aimed at reducing transmission the best method at this time.

# Current market situation of hand sanitizer:

The global hand sanitizer market size valued at USD 2.7 billion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 22.6% from 2020 to 2027. Shifting consumer preference towards convenient hygiene products is expected to drive the market. In addition, the recent COVID-19 pandemic at the beginning of 2020 has spurred the market for hand sanitizer. The demand for hand hygiene products has been exceeding the supply in both online as well as brick and mortar sale channels worldwide owing to the global outbreak of the virus in a short time span. The outbreak has reinforced the significance of regular hand sanitizing and cleaning practices among consumers and is among the prominent factor driving the market.



According to findings, there is a preference for using hand sanitizer by 77.0% of the population covered in a survey, while 23.0% claim not to use the product. The 77.0% population in the favor of using hand sanitizer is comprised of 37.5% male users and 62.5% of female users. Moreover, key manufacturers are adding to their product line in order to increase their market share with increasing awareness. For instance, as per findings, 62.0% of the population surveyed in 2017 claims to use Dettol hand sanitizer, 21.0% use Lifebuoy hand sanitizer, and 17.0% use Himalaya hand sanitizer.

# Aim & Objective :

# Aim :

COVID-19 is a new illness and a big threat to global health. No specific antiviral agents are available for its treatment. The finest approach to manage this threat is to clean our hands properly. Washing hands under running water is a better way to stop the spread of infections than using a hand sanitizer. The aim of the study is to show that washing hands is efficacious than using a dab of alcohol-based hand sanitizer.

**The objectives of hand washing and the use of hand sanitizers are to:**

* Remove or destroy potentially harmful micro-organisms,
* Prevent the hands in becoming a vector of cross infection,
* Render the hands socially clean in order to continue the delivery of health care.

# Formulate:

**Formula 1:** Ethanol (volume %)

Ethanol 80%; Glycerin 1.45%; Hydrogen peroxide 0.125%; QS water

**Formula 2:** Isopropanol (volume %)

Ethanol 75%; Glycerin 1.45%; Hydrogen peroxide 0.125%; QS water

# Market strategy:

**Distribution:**

***Level Zero:***A level zero distribution channel is the simplest. It involves a direct sale from manufacturers to consumers with no intermediary.

***Level One:***A level one channel has one intermediary as the middleman between the producer and consumer. An example is a retailer between manufacturer and consumer.

***Level Two:***When thinking about levels, associate the number to the number of intermediaries. In this case, a level two channel involves two intermediaries between producer and consumer. An example here would be a wholesaler selling to a retailer who then sells to the consumer.

***Level Three:***Here’s where an agent or broker comes in. Agents work on behalf of companies and deal primarily with wholesalers. From here, the wholesalers sell to retailers who then sell to consumers.

**Promoting:**

**The best ways to promote a new product or service**

1. Offer loyal customers an exclusive preview. ...
2. Use a special introductory offer. ...
3. Make use of Google My Business. ...
4. Run a social media contest. ...
5. Spread the word via email. ...
6. Write a blog post. ...
7. Host an event. ...
8. Offer a complimentary upgrade.

**Price Selection:**

1. Cost-plus pricing—simply calculating your costs and adding a mark-up
2. Competitive pricing—setting a price based on what the competition charges
3. Value-based pricing—setting a price based on how much the customer believes what you’re selling is worth
4. Price skimming—setting a high price and lowering it as the market evolves
5. Penetration pricing—setting a low price to enter a competitive market and raising it later

**Conclusion:**

**soap and water are not always available. This is where hand sanitizers come into play.  Hand sanitizers are the best alternative and they prevent the spreading of diseases almost as good as hand washing through soap and water. Many hand sanitizer companies may claim more than it actually offers, nonetheless, hand sanitizers work and complete its job effectively.  Yes it may have some negative aspects, but overall it is a good substance to use after exposed to infectious areas like the hospitals and washrooms. The pros definitely outweigh the cons and  it’s a great daily use item, when we are not always near soap and water.**

**Slogan:**

"Clean **hands** are safe **hands"**