

# MagnaPharma™

**Masks even the most challenging pharmaceutical application flavor issues**



## Common flavor problems with pharmaceutical products

- Excessive bitterness from active pharmaceutical ingredients (APIs)
- Excessive sweetness
- Lack of preferred flavor due to competitive ‘bad actors’ in the formulation



# MagnaPharma™

## New MagnaPharma™ products

- MagnaPharma™ PH-013
  - Reduces overall bitterness
- MagnaPharma™ PH-016
  - Reduces bitterness throughout, and at the finish
  - Higher solubility in liquid products



# MagnaPharma™

## New MagnaPharma™ products

A model cough syrup, substituting quinine for highly bitter dextromethorphan

### Model Cough Syrup

Ingredient	Control Weight (%)	MagnaPharma Weight (%)
Glycerin	49.000	49.000
Water	48.845	48.794
Propylene Glycol (PPG)	2.000	2.000
Red 40 artificial color	0.050	0.050
Citric acid	0.050	0.050
Quinine HCL	0.020	0.020
Stevia Reb A 97%	0.020	0.020
Sodium benzoate	0.015	0.015
MagnaPharma™ PH-013	0.000	0.051
<b>Total</b>	<b>100.000</b>	<b>100.000</b>



# MagnaPharma™

Tasting notes: model cough syrup  
with **MagnaPharma™ PH-013**

Product evaluated	Notes
Control	<ul style="list-style-type: none"><li>• very bitter</li><li>• bitterness lingers for a long time</li></ul>
MagnaPharma™ PH-013	<ul style="list-style-type: none"><li>• effectively reduces bitterness</li><li>• no lingering bitterness</li></ul>

