

## Taste Masking Efficiency Testing & Competitive Benchmarking

Launched in 2002, Amneal company began with contract manufacturing of private label oral, OTC products. Quickly the company broadened their footprint to include the development of ANDA's and the production of generic prescription products, eventually launching their own label in June of 2007. Throughout the acquisition of significant assets, Amneal continued to develop: oral solids were quickly joined by liquids and then even more complex dosage forms. By 2011, Amneal ranked as the #7 generic manufacturer in the United States, by prescription volume. Today, Amneal is one of the fastest-growing companies in the pharmaceutical industry and has expanded beyond the United States with offices on the Australian, European and Asian continents.



The R&D Department of Amneal (Piscataway, NJ – USA) is regularly conducting taste masking studies to be able to propose friendly-tasting medicines to their patients.

For several formulation projects aimed at masking the bitter taste of an active drug substance in oral forms (granules, syrups), Amneal outsourced the taste evaluation to Alpha MOS. With an experience of more than 20 years in instrumental sensory analysis, Alpha MOS provides customized services to help manufacturers make the right decisions.

Using the ASTREE Electronic Tongue, the taste of active and placebo formulations as well as a competitive branded product was compared.

Dr Hardik Patel and his R&D team comment: "by outsourcing the taste evaluation to Alpha MOS, we were able to assure the palatability of our medicine. Alpha MOS delivered a comprehensive analysis report in a very short time frame, in accordance with our strict time constraints".

**“We were able to assure the palatability of our medicine”**

## Amneal



### Activity

Pharmaceutical company producing generics

### Context

Mask the bitter taste of active drug substances in oral forms and compare the taste to other branded products

### Equipment

ASTREE Electronic Tongue

### User contact

Dr Hardik Patel, Associate Director at Amneal

### Website

<http://amneal.com/>