

3.13 PACKAGING AND LABELING DECISION

Perhaps in no other product category does the packaging play as significant a role as it does in pharmaceutical products. It goes beyond just acting as outer container, and it has to ensure the conditions required for stability of the medicine inside. A company cannot just select the packaging material arbitrarily, but it has to consider if the packaging selected conforms to the standards required for a particular product profile or not. For example, there are products, which can be kept stable inside simple aluminum foil, but some need specialized double-sided aluminum foil, or PVC, or PVDC, or even airtight bottle. The efficacy of a product is dependent on its stability inside the packaging. Any negligence can result in deterioration in product quality and efficacy.

The second most important function performed by packaging is to contain required information regarding the product profile as prescribed by the regulatory bodies. It does not only carry brief instruction on outer & inner containers, but also carries a leaflet, which contains detailed prescribing information for the products. Besides that, pharmaceutical products are required to carry dates of manufacturing & expiry and batch numbers for