

Branded drug name approvals – 2018 in review

Looking back

A strong reflection of the recent advances in cancer treatment approaches, oncological drugs led the way in both the US and Europe in terms of volume of new approvals/recommendations through the course of 2018, with infectious disease and neurological drugs accounting for the majority of NME (new molecular entity) launches in other therapy areas.

Pharmaceutical product naming in both regions is characterized by the broad array of **different name types in use**, ranging from the more identifiably suggestive to the outright arbitrary.

Name types

INN (or generic drug)-reflective brand names such as *Emgality* (galcanezumab), *Galafold* (migalastat), *Xerava* (eravacycline) and *Talzenna* (talazoparib) can usefully communicate drug origin and thereby suggest both function and indication.

Ingredient-referential names help underline special MOA features and differentiated treatments, such as *Asparlas* (calaspargase) or *Epidiolex* (epilepsy therapy, cannabidiol).

Less obvious names (without discernible meaning) that are more **coined/invented** can offer a sense of product uniqueness due to impactful or unusual look/sound/feel and act as “empty vessels” into which positive brand attributes may be imbued over time. Such examples include: *Copiktra*, *Pifeltro*, *Tavalisse* and *Tegsedi*.

Associative names may subtly embed patient or prescriber messaging such as aspired position (*Erleada*, “leading”), functional benefit (*Motegrity*, “motility”), formulation/benefit (*Orilissa*, “oral/release”) or indeed acronym references (*Delstrigo*, “single tablet regimen”, and *Daurismo* “SMO”/smoothed receptor inhibitor). Incorporating such cues enhances familiarity and also aids recall/recognition.

Image-driven names can be effective in also conjuring a sense of optimism or positivity in the minds of audiences, such as the sense of enlightenment or illumination evoked by *Ilumetri*, *Luxturna*, *Ilumya*, *Lucemyra*, *Olumiant* and *Lumoxiti*.

Intriguing and certainly noteworthy also are the handful of brand names in the Rx space that seem to defy convention and offer substantial stand-out by beginning with **unusual double consonants**, including *Dzuveo*, *Tpoxx* and *Rxulti*.


Looking forward

Cancer therapies will continue to dominate the new drug landscape over the coming months but innovative treatment launches in other areas are also expected.

Novartis' gene therapy *Zolgensma* (encodes reference to spinal muscular atrophy) is set to gain approval in both US and European regions in early part of 2019 followed by *Mayzent* (implies “amazing” MS activity). Amongst many other, as-yet-unannounced, branded product launches, Lexicon's *Zynquista* (sotagliflozin) for diabetes is also anticipated.

To contact Purple Fire Branding, specialists in brand naming, research and design, please telephone +44 (0)20 8166 1853 or visit www.purplefirebranding.com


Branded Rx 2018: selection of FDA approvals



AEMCOLO	FIRDAPSE	ORLISSA	VIZIMPRO
AIMOVIG	GALAFOLD	OXERVATE	XERAVA
AJOVY	ILUMYA	PALYNZIQ	XOFLUZA
AKYNZEO	KRINTAFEL	PIFELTRO	XOSPATA
ANNOVERA	LIBTAYO	POTELIGEO	YUPELRI
ASPARLAS	LOKELMA	PLENVU	ZEMDRI
BRAFTOVI	LORBRENA	REVCOVI	
BIKTARVY	LUCEMYRA	SEYSARA	
COPIKTRA	LUMOXITI	SYMDEKO	
CRYSVITA	LUTATHERA	TAKHZYRO	
DAURISMO	MEKTOVI	TALZENNA	
DELSTRIGO	MOTEGRITY	TAVALISSE	
DIACOMIT	MOXIDECTIN	TEGSEDI	
DOPTELET	MULPLETA	TIBSOVO	
ELZONRIS	NUZYRA	TPOXX	
EMGALITY	OLUMIANT	TROGARZO	
EPIDIOLEX	OMEGAVEN	ULTOMIRIS	
ERLEADA	ONPATTRO	VITRAKVI	

Therapy area
Oncology
Infectious diseases
Neurology
Other

Branded Rx 2018: selection of EMA recommendations



AIMOVIG	HEMLIBRA	ONPATTRO	TRYDONIS
ALPIVAB	HULIO	PELGRAZ	UDENYCA
ALUNBRIG	HYRIMOZ	PELMEG	VABOMERE
AMGLIDIA	ILUMETRI	PIFELTRO	VERZENIOS
APEALEA	IMFINZI	POTELIGEO	VEYVONDI
BESREMI	JIVI	RIARIFY	VIXEOS
BESVESPI	JULUCA	RIZMOIC	XERAVA
BIKTARVY	KANJINTI	RUBRACA	YESCARTA
BRAFTOVI	KIGABEQ	RXULTI	ZESSLY
BUVIDAL	KYMRIAH	SEGLUROMET	ZIEXTENZO
CABLIVI	LAMZEDE	SEMGLIE	ZIRABEV
DELSTRIGO	LUXTURNA	SHINGRIX	
DENGVAIXIA	MEKTOVI	SLENYTO	
DUZALLO	MEPSEVII	STEGLATRO	
DZUVEO	MYALEPTA	STEGLUJAN	
EMGALITY	MYLOTARG	SYMKEVI	
ERLEADA	NAMUSCLA	TAKHZYRO	
FULPHILA	NERLYNX	TEGSEDI	
HALIMATOZ	NITYR	TRAZIMERA	
HEFIA	OGIVRI	TRECONDI	

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