

# To drink... or to inhale?



## Is this a drinking bottle that you are looking at?

The answer is yes. But this is not just an ordinary bottle, this one contains a metered dose inhaler (MDI) and a spacer chamber (see image below).

In the Netherlands an estimated amount of 1.75 million people are suffering from asthma. From this amount an estimated 300,000 are children. The treatment of asthma has come a long way, yet certain problems persist.

Inhaler technique is an aspect that requires attention: globally up to 80% of all asthma patients are unable to use their inhaler correctly. This has an impact on both personal health and health care costs.

From all current inhalers on the market, the classic MDI together with a spacer chamber is amongst the most recommended, in part due to its superiority and ease of use regarding inhaler technique.

Yet the use of a spacer chamber is the least popular amongst all other inhaler devices...



The compliance rate of spacer chambers remains low due to its larger size in comparison with other inhalers and more obvious "medical" appearance.

With this "bottle-inhaler" concept the complete MDI and spacer chamber are disguised as a drinking bottle, making it easy to blend both product usage and the product itself into any type of environment, without drawing any unwanted attention. On top of this, it is possible to drink from this bottle as well, targeting another recommended aspect that is often overlooked: drinking/rinsing one's mouth after medicine inhalation.

This concept has the strength to encourage (correct) asthma inhaler usage in public, especially amongst children. This in turn can lead to a better personal health and decrease in health care costs, due to a decrease in wastage of medicine by incorrect inhaler use.