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# Dutch Firm TheOTCLabs Enters UK Market With Kidsner Range

by David Ridley

Amsterdam-based TheOTCLabs breaks into the UK consumer health market with Kidsner, a playfully marketed range of wellness products aimed at children aged 4 to 12 years old.

Dutch firm TheOTCLabs has brought its children's self-care range in the UK, marking the company's first entry into the country.

Dedicated to addressing the daily health concerns of children aged 4 to 12 years, the Kidsner range includes products like the Albert Allergy Nose Spray, Sally Sore Throat Spray, Iris Common Cold Nose Spray, Max Earwax Remover, Lizzy Ant-Lice Lotion and Coco Cooling Foam for Chickenpox.

"Infused with a hint of playfulness," TheOTCLabs says Kidsner's character-led branding aims to establishing a "genuine connection" with parents and children, transforming health into an "enjoyable and entertaining experience."

Meanwhile, the products are free from harmful chemicals like parabens and sodium laureth sulfate, "guaranteeing a safe experience for your child while being mindful of the environment," the firm adds.

"Kidsner is committed to positively impacting children's health through a range of self-care products that are kind, safe and... simply work, and we like to do so in a playful way," commented TheOTCLabs CEO Albert Swane.

"For, consumers Kidsner offers a unique product that helps relieve children's everyday ailments in a kind and playful way," Swane added.

The launch – which Swane described as "significant" for the company – will be supported by a

"playful, empathetic and kind" social media and in-store marketing campaign.

### **Step In The Right Direction**

Swane hoped that the launch will mark another step-change in the company's European presence, brand awareness and hopefully also sales.

Based in the Dutch capital, Amsterdam, TheOTCLab markets in addition to Kidsner a basket of other consumer healthcare brands across Europe, including the FungeX range of nail fungus and athlete's foot product, Kiyoko natural lip balm, Detoxner IBS and Detox bowel-care products, Earclin ear shower, MenoRelax vaginal moisturizer, Coughner sore throat spray and Bitener anti-nail-bite pen.

Recently, TheOTCLab has received a European Union CE mark for its wart and verruca OTC freezing device Dr. Yglo, which it said it planned to launch in Italy, Portugal, Estonia, Latvia and Lithuania, as well as in the US. (Also see "[Dutch Firm TheOTCLab Gets EU MDR Approval For Dr. Yglo OTC Wart Device](#)" - HBW Insight, 16 Aug, 2022.)

Swane told HBW Insight that the firm is seeking a North American distributor or licensee for the brand, and expects to reach major retail chains throughout the US, in addition to Amazon and other online retailers. (Also see "[With Precision Tip, Dutch Firm Aims To Freeze Pain Out Of OTC Wart Treatment In US](#)" - HBW Insight, 3 Jun, 2021.)