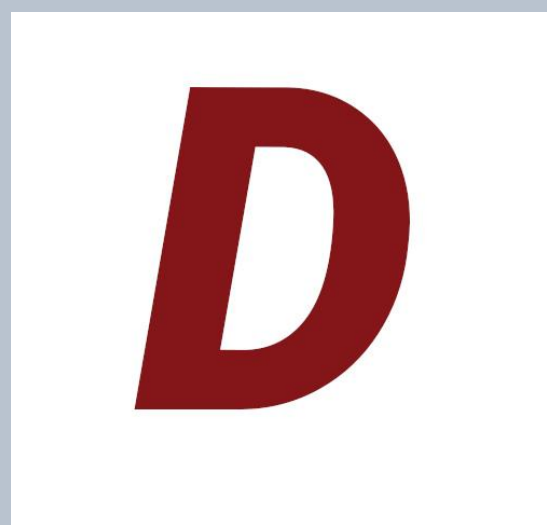


# PHARMACEUTICAL PACKAGING REPORT CARD

How packages rate today on important Senior needs

## OPENING / USE

Aging, especially after age 65, leads to decreased hand function in strength and dexterity. These changes make it harder to pinch, twist or push up/down on closures or tear packages. Yet the vast number of package-opening features still require these motions.

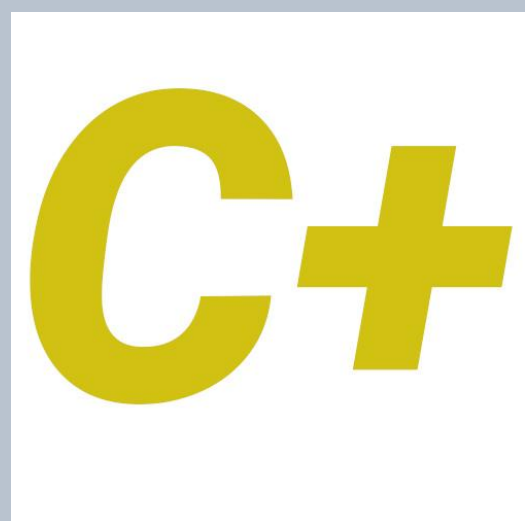
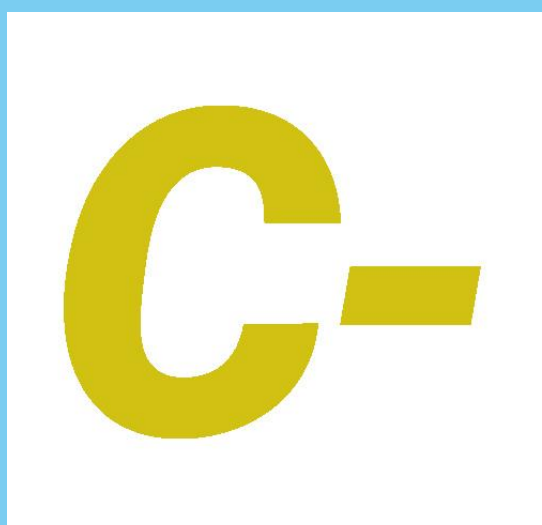


## SUSTAINABILITY

Most pill bottles or blisters are not easily recyclable at homes or senior-care facilities. Some small packages literally fall through the cracks during sorting. And for most Seniors, it's too much effort to mail them through a takeback program like [Gimme 5](#) or drop them off somewhere, like Whole Foods.

## SAFETY

The good news? Many bottles of prescription pills have senior-friendly caps, and national brands have closures that accommodate arthritic hands. The bad news? Clamshells, most child-resistant caps, and inner seals with no pull-tab continue to cause injuries when seniors are forced to use opening tools.



## READABILITY

When packages are too small, active ingredients cannot be read by seniors. This is dangerous because over-the-counter (OTC) meds, and even foods, can interact with prescriptions. When instructions are too small to read, improper dosing can easily occur. But as packages get bigger, readability improves.

Created by [Packaging Digest](#), with insights from Hannah Boulton, founder, [OPENEZ](#), and senior-friendly packaging advocate.