

Lubrizol gets personal to highlight excipient benefits

28th April 2026 Lubrizol has launched an interactive, persona-based experience on its website to illustrate the transformative impacts of its polymer-based excipients.

The online resource highlights the importance of understanding patient-centric formulation opportunities that reflect the real-world health needs of a variety of populations. It addresses challenges for formulators, and presents solutions for the solubility, bioavailability and palatability of treatments, demonstrating their real-world benefits.

The personas featured include:

- **Marisol**, who is seeking formats that allow her to receive the life-changing care she needs in ways that align with her busy lifestyle. [Apisolex™ polymer excipient](#) is a safe, GMP-validated, polyamino acid-based excipient for parenteral formulations. Because it increases solubility and enables high drug loading, it can be instrumental in creating therapies with increased drug concentration and reduced injection volume or frequency, leading to treatment options that provide greater convenience for patients like Marisol.
- **Lydia**, a college rugby player who relies on oral treatments to help her manage her insulin levels. She struggles with the large-format tablets prescribed for her treatment, since the recommended dosage levels are high, resulting in a tablet that is difficult to swallow, or has to be taken multiple times daily. Tablets formulated with the novel [Apinovex™ polymer excipient](#) can help achieve high drug loading by enhancing the solubility of poorly soluble oral drugs, allowing for smaller tablet sizes, even with high drug doses.
- **Tayesha**, a young mother whose son **Henri** has been recommended an oral medication that is available in both solid and liquid formats. Henri is reluctant to swallow large pills and both mother and son struggle with oral suspension formats, which are unpalatable and easily spilled. For oral solid dosage formats, [Carbopol® polymer excipients](#) offer higher drug loading, allowing smaller tablet sizes that are perfect for Henri. Carbopol® polymer excipients also provide benefits for taste-masking and rheology modification, ensuring a more palatable dosage less likely to spill.
- **Claire**, who wants to actively manage some of the symptoms she's experiencing during menopause, like vaginal dryness related to estrogen loss. She and her doctor discuss a solution that facilitates a drug delivery route with maximum comfort and convenience. [Carbopol® polymer excipients](#) provide excellent mucoadhesion, enhanced drug permeation, prolonged drug release, and pH- and bio-compatibility with all mucous membranes.

Lori Ditty, Global Marketing Manager for Pharmaceuticals and Nutraceuticals at Lubrizol, said: "Choosing the right excipient can be critical not just to overcoming formulation challenges but also to creating therapies with genuinely life-changing impacts. Our focus on patient-centric applications illustrates the



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benefits of our excipients through the lens of human experience, and demonstrates how they can help deliver treatment options that meet health and lifestyle needs alike.”

Learn how Lubrizol’s excipients can facilitate formulation at:

<https://www.lubrizol.com/industries/healthcare/pharmaceuticals/patient-centric-solutions>

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About Lubrizol

Lubrizol, a Berkshire Hathaway company, is a science-based company whose specialty chemistry delivers sustainable solutions to advance mobility, improve well-being and enhance modern life. Every day, the innovators of Lubrizol strive to create extraordinary value for customers at the intersection of science, market needs and business success, driving discovery and creating breakthrough solutions that enhance life and make the world work better. Founded in 1928, Lubrizol has global reach and local presence, with over 100 manufacturing facilities, sales and technical offices and over 7,000 employees worldwide. For more information, visit www.lubrizol.com.