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## MEDIA RELEASE

### Dr Deon Schoombie takes over as Executive Director of ASMI

Dr Deon Schoombie today formally takes over as Executive Director of the Australian Self-Medication Industry (ASMI).

As announced in February, the longstanding Executive Director, Ms Juliet Seifert advised that she would be retiring from the position in August.

Ms Seifert stood down as Executive Director to devote her time and energy to her immediate family. She joined the Proprietary Association of Australia - the forerunner to ASMI - in 1989.

Dr Schoombie today paid tribute to Juliet's leadership and achievement over many years.

"It is a remarkable feat to have been at the forefront of the industry for many years and to have earned the respect and trust of so many in the healthcare sector.

"On behalf of all of Juliet's colleagues and staff, I wish her and her family all the very best for the future."

Dr Schoombie has been ASMI's Scientific Director since mid 2004. He is a general medical practitioner with a long history of experience in the pharmaceutical industry including in public policy, advertising, marketing and regulatory issues. He has also worked in international medical publishing and hospital management, and has undertaken post graduate training in traditional Chinese medicine.

"It is a large set of shoes to fill but I am very confident that with the support of my colleagues at the ASMI secretariat and our members, we are in a strong position to continue to advance the interests of the consumer healthcare sector," Dr Schoombie said.

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**About ASMI:** The Australian Self-Medication Industry (ASMI) is the peak industry body for the Australian self care industry representing consumer healthcare products including over-the-counter medicines and complementary medicines. ASMI's mission is to promote better health through responsible self-care. This means ensuring that safe and effective self-care products are readily available to all Australians at a reasonable cost. ASMI works to encourage responsible use by consumers and an increasing role for cost-effective self-medication products as part of the broad national health strategy.  
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