



# AUSTRALIAN SELF-MEDICATION INDUSTRY

BETTER HEALTH THROUGH RESPONSIBLE SELF-MEDICATION

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## **MEDIA RELEASE**

### **ASMI marketing awards honour excellence in innovation and education**

Leading pharmaceutical and complementary medicines manufacturers were recognised for excellence at the industry awards at the Australian Self-Medication Industry Conference in Sydney today.

The Parliamentary Secretary to the Minister for Health and Ageing, the Hon Christopher Pyne MP announced the awards at the ASMI Annual Awards Banquet at Sydney Olympic Park.

Now in its fourth year, the awards honour achievement in product introductions and promotional programs in both the over-the-counter (OTC) and complementary medicines sectors.

Winning entries serve as a model for members and non-members alike and establish a standard of excellence to improve the industry's performance.

The judging of the awards takes into account both commercial considerations as well as application of Quality Use of Medicines principles, which underlie Australia's National Medicines Policy.

The Executive Director of ASMI, Juliet Seifert, said the winners had demonstrated the highest standards of collaboration and innovation in identifying areas of real need, and in working to develop sound education and support materials.

"These companies can be proud of their achievement in a growing and highly competitive market," Ms Seifert said.

There were three award categories:

- Best New Product
- Best Promotion of an Existing Product (OTC category)
- Best Promotion of an Existing Product (Complementary category)

#### **Best New Product**

The award is for the best new introduction of a product between July 2005 and June 2006 and encompasses all product categories, including OTC and complementary.

**The winner of the Best New Product Introduction for 2006 was Codral and Sudafed PE by Pfizer Consumer Healthcare.**

The judging panel said the winning entry was developed following a realisation that there was a problem for consumers and pharmacists. The company took on an industry leadership role by undertaking good innovative R&D. The marketing campaign was thorough and complete, and the product achieved excellent market share.

### **Best promotion of an existing product-OTC category**

The judging panel selected two winners for this category.

**The joint winner was Panadol and Children's Panadol by GlaxoSmithKline.**

The panel noted that the winner demonstrated how to use professional endorsement in a responsible manner. It also included QUM references in its promotional material

**The other joint winner was Diflucan One by Pfizer Consumer Healthcare.**

The panel commented that the joint winner provided good pharmacist support materials together with consumer orientated information.

### **Best promotion of an existing product-Complementary category**

**The winner was Blackmores Joint Formula by Blackmores.**

The judging panel commented that the winner operates in a highly contested category and used healthcare professional endorsement in a constructive manner.

All the awards were judged by an Expert Judging Panel made up of independent experts experienced in the disciplines involved and/or knowledgeable about the consumer healthcare market.

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#### **About ASMI:**

The Australian Self-Medication Industry (ASMI) is the 'one voice' for the entire non-prescription consumer healthcare products industry. ASMI represents companies involved in the manufacture and distribution of non-prescription consumer healthcare products and companies involved in the provision of a variety of support services to manufacturers.

ASMI strives to ensure that safe and effective self-care products are readily available to all Australians at an affordable price; encourages responsible use of product by consumers and participation in their own healthcare; promotes an increasing role for cost-effective self-medication products as part of the overall Australian health strategy; and provides an authoritative voice for the consumer healthcare products industry as the acknowledged point of consultation for government, regulators, consumer organisations, professional organisations and other stakeholders.