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18 November 2010

# MEDIA RELEASE

## 2010 ASMI Awards

- **Awards highlight excellence in consumer healthcare promotion**
- **Industry high-achievers recognised for distinguished service and excellence**

Awards for Australia's most innovative healthcare products, promotions and self care initiatives were announced at the Australian Self-Medication Industry (ASMI) Conference in Sydney today. They were accompanied by the presentation of four Awards for Distinguished Service and Excellence.

The 2010 ASMI Awards were presented by the Secretary of the Department of Health and Ageing, Jane Halton PSM.

The winners of the healthcare promotion awards were:

### **Best launch of a consumer healthcare product**

*Winner:* Berocca Performance Twist N Go, Bayer Australia

### **Best advertising/promotional campaign for an existing consumer healthcare product**

*Winner:* Voltaren Rapid 25, Novartis Consumer Health Australasia

### **Best self care program**

*Winner:* Suvacid Heartburn Relief, Novartis Consumer Health Australasia

### **Best sales force initiative – grocery and/or pharmacy**

*Winner:* Bayer Pharmacy Support Program, Bayer Australia

### **Best PR initiative**

*Winner:* Bisolvon Chesty, Palin Communications/Boehringer Ingelheim

Former Executive Director of ASMI, **Juliet Seifert**, was saluted for her many years of valuable service to the industry. She was presented with ASMI's highest award, the Award for Excellence.

ASMI also recognised three dedicated industry members with Distinguished Service Awards. The awardees were:

- **Elizabeth Ng**, Regulatory Affairs
- **Mike Cocks**, Advertising and Communications
- **Peter Kissane**, Quality & Technical Management

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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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