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MEDIA STATEMENT

ASMI welcomes Valeant Pharmaceuticals as a new member organisation

The Australian Self-Medication Industry (ASMI), the industry body representing non-prescription consumer healthcare products today announced a new member, Valeant Pharmaceuticals International.

Valeant is a multinational specialty pharmaceutical company that develops, manufactures and markets a broad range of pharmaceutical products primarily in the areas of neurology and dermatology.

Valeant's Nyal range is one of Australia's oldest and best known cough and cold brands. Valeant recently announced the acquisition of DermaTech, which expands its OTC range to include DermaVeen and DermaDrate. Valeant is growing as an Australian specialty pharmaceutical company focused on dermatology products.

The Executive Director of ASMI, Juliet Seifert said: "I am delighted to welcome Valeant as a member of ASMI. Valeant is a highly respected name in the healthcare sector with a long association in the Australian market.

"Valeant's expanding presence in Australia means that we will be able to work together to represent its interests across a range of forums.

"I am extremely pleased that Valeant have seen the benefits in joining with a strong industry association that can help achieve outcomes across the many areas in which we represent members' interests," Ms Seifert said.

ASMI represents a range of organisations in the consumer healthcare sector including over-the-counter (OTC) and complementary medicines.

"There is an increasing recognition that across the OTC and complementary medicines sector, the challenges we face, as an industry, are common and that the best prospect for success is to have a united voice in regulatory and other forums," Ms Seifert said.

Valeant Pharmaceuticals Managing Director, Stewart Fairbairn said the organisation was pleased to be formally associated with an industry leading organisation such as ASMI.



BETTER HEALTH THROUGH RESPONSIBLE SELF CARE



“As a major player in the cold and flu market with our Nyal brand we are keen to join forces with other manufacturers to support ASMI in its ongoing discussions with the TGA on various issues.”

“ASMI has kept us abreast of some of the work that they are doing – especially in the self care and self-medication area. We recognise the benefits of this for the consumer healthcare industry and for consumers and this is something that we want to be a part of.

“ASMI has included our company in a number of key projects recently and this has made us value what the association has to offer,” Mr Fairbairn said.

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. www.asmi.com.au

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