



Australian Self-Medication Industry Inc
Suite 2203, Level 22, 141 Walker Street,
North Sydney NSW 2060
PO Box 764, North Sydney NSW 2059
Ph +61 2 9922 5111 Fax +61 2 9959 3693
Email: info@asmi.com.au www.asmi.com.au
ABN 55 082 798 952

7 June 2009

MEDIA RELEASE

ASMI welcomes new Parliamentary Secretary Mark Butler

The Australian Self-Medication Industry (ASMI), the peak industry body representing non-prescription consumer healthcare products today welcomed the appointment of the new Parliamentary Secretary for Health, Mark Butler.

ASMI Executive Director, Juliet Seifert, said Mr Butler's previous experience in the healthcare sector would be extremely valuable in helping to implement the government's health reforms and understanding the regulatory environment.

"I am delighted that we have someone with firsthand knowledge of the real needs of those in the health system and I look very much forward to working with him.

"At a time when the pharmaceuticals sector is facing a dynamic and challenging environment, we look forward to working with the Government to achieve the best outcomes for all stakeholders.

"In particular, ASMI's self care agenda is based on the premise that health budgets are not sustainable at current levels without some fundamental re-thinking about the way we look after our health.

"I would also like to express my sincere appreciation to the former parliamentary secretary, Senator Jan McLucas with whom we have enjoyed a close and productive working relationship. I wish her every success for the future," Ms Seifert 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

Media contact: Bob Bowden, Foresight Communications (02) 9241 2811, 0412 753 298