



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](mailto:info@asmi.com.au) [www.asmi.com.au](http://www.asmi.com.au)  
ABN 55 082 798 952

22 April 2009

## MEDIA RELEASE

### ASMI welcomes Pfizer Australia as new member

Australia's largest pharmaceutical company, Pfizer Australia, has been welcomed by the Australian Self-Medication Industry (ASMI), as its newest member.

ASMI is the industry body representing over-the-counter (OTC) and complementary medicines.

ASMI Executive Director, Juliet Seifert, said the addition of Pfizer Australia to ASMI's membership base comes at a critical time for the sector.

"We are very pleased to welcome Pfizer as our newest member. Our growing membership base reflects the recognition that much of the industry's prospects rest on the success in convincing regulators and policy makers of the merits of greater access to safe, effective OTC medicines.

"ASMI has consistently taken a robust stance on issues of appropriate regulation, switching of medicines from prescription to OTC status, and the benefits of appropriate advertising.

"With increasing calls for greater regulation in both the OTC and complementary medicines sectors, there is a need for a strong voice to represent the views of industry.

"The organisation is delighted that a number of recent government policy documents have embraced the notion of self-care, involving greater personal responsibility for health - a position ASMI has strongly proposed in key submissions and policy papers."

Pfizer Australia and New Zealand General Manager, Established Products, Mark Crotty said membership of ASMI reflects the growth opportunities that Pfizer Australia sees in the OTC market.

"Our investment in a more diverse range of products, including an increased range of OTC products means that there are distinct advantages in being part of a strong national industry body," he said.

Recently, Valeant Pharmaceuticals became an ASMI member. The international pharmaceutical company produces a range of non-prescription products, including Nyal.

**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](http://www.asmi.com.au)

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