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MEDIA STATEMENT

ASMI appoints new Regulatory and Scientific Affairs Director

The Executive Director of the Australian Self-Medication Industry (ASMI), Juliet Seifert today announced the appointment of Steven Scarff as the new Regulatory and Scientific Affairs Director of ASMI.

Steven is a solicitor and a scientist with a long history in regulatory affairs in the pharmaceutical industry. He takes over the role from Dr Deon Schoombie, who will move to the Executive Director's position in August on the retirement of Ms Seifert.

"We are delighted to have someone of Steven's experience taking up this critical role," Ms Seifert said.

"His background in both science and the law, and his first-hand experience working in regulatory affairs in the consumer healthcare sector is a tremendous asset.

"I have the utmost confidence that he will bring a considerable depth of talent to this position, and I would like to welcome him to the ASMI team".

Steven has over 20 years' industry experience with more than ten years' experience in regulatory affairs, working on over-the-counter (OTC) products with major ASMI member companies.

He has also worked as a consultant in regulatory affairs and, as a qualified solicitor, has participated in ASMI meetings to provide guidance in trade practices compliance.

Steven began his working career in the laboratory. He then moved on to regulatory roles of increasing seniority with Pfizer Consumer Healthcare and Johnson & Johnson Pacific before establishing himself as a solicitor and regulatory affairs consultant.

His work as a solicitor has provided a wide range of legal experience across areas including commercial, criminal, civil, and trade practices matters.

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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