

# Product of the Year Winners

## The Independent's choice

The Pharmacy Product of the Year awards 2010, launched in the January issue, recognises and rewards products which have engaged with and supported Independent pharmacy. Readers were asked to vote for one product in each category, using the free post voting card included in the January issue. Those votes have now been counted, Independent pharmacists have made their choice voting for what they think were the stand out products and training initiatives of the last 12 months. These are the winning products - the independent's choice.



### Pain relief

#### Panadol Advance

Panadol Advance was launched in 2008 with a "breakthrough formulation". Manufacturer GlaxoSmithKline says it contains a "unique" disintegration system called Optizorb, which enables the tablets to disperse more quickly than "ordinary" paracetamol tablets. According to GSK unlike ordinary paracetamol tablets, which can sit in the stomach for up to one hour, Panadol Advance tablets disperse in the stomach up to five times faster, allowing the paracetamol more quickly to reach the bloodstream, where it can be carried to the central nervous system to start tackling pain.



### Skincare

#### E45

"Effective and pleasant to use", E45 Cream has been clinically proven to treat and soothe dry, itching, flaking and chapped skin. Manufacturer Reckitt Benckiser says E45's non-greasy emollient formulation is "quickly absorbed" into skin, leaving it soft, comfortable and relieved. E45 can be used "everyday and by the whole family".



### Allergy



#### Piriton Allergy tablets

Piriton Allergy is a highly effective antihistamine with a well-established safety record, says manufacturer GlaxoSmithKline. It can be used to treat the family's allergies including hayfever, pet and house dust allergies throughout the year and is indicated for the relief of the itchy rash of chickenpox — the only OTC oral treatment to offer this indication, says GSK. It can be helpful during the night for the relief of itch and other hayfever symptoms, to aid restful sleep.

### Training

#### P&G PharmacyCare programme



Procter & Gamble says that its PharmacyCare programme is a long-term commitment to give pharmacists the knowledge to be able to convert patients picking up prescriptions into health and beauty shoppers. The company adds that the programme has grown retail sales by up to 20 per cent and includes such initiatives as "Retail Skills Made Easy" and the "Wish for a Baby" programme.

### Oral Care

#### Listerine Total Care Sensitive

"We are extremely proud to have been announced as the winner of the Oral Care category for Pharmacy Product of the Year. As the producer of the best-selling mouthwash in the UK, we at Listerine understand that tooth sensitivity is a major source of discomfort and a significant cause of concern for a growing number of consumers." — James Fulton (senior brand manager).



### P Launch

#### alli

GlaxoSmithKline says that the launch of alli was the culmination of years of work for the company and it holds the first ever pan-European licence for an over-the-counter medicine. By launching the first pharmacy-only weight loss aid, GSK says, it is now able to offer a clinically proven product to help meet the needs of many overweight and obese patients.



### Child / Baby



#### Infacol

Infacol colic drops, the UK's "number one selling" treatment for infant colic is licensed to relieve wind and griping pain. Manufacturer Britannia Health says it is suitable to use from birth onwards (unlike gripe waters). Infacol is also sugar, alcohol and colourant free. The company adds that it is currently the only colic treatment on the market to include an integrated plastic dropper.

### Cough and cold / 'flu

#### Beechams

"The Beechams brand team are very proud to accept this award for Ultra All in One Capsules. We really value the importance of supporting pharmacy and this award recognises our efforts in doing so. The combination of a strong advertising and POS campaign, alongside continuous support from pharmacy has helped to really drive the success of the Beechams Ultra All in One range. As a result of this, our Ultra Capsules is the No1 selling piece of new product development\* within Cold and Flu multi-symptom this season." — GlaxoSmithKline Beechams Brand team.



\*AC Nielson value sales and value share data to WE 16.01.09

### Health and Wellbeing

#### Natracare

Susie Hewson, Natracare International sales and marketing director, says: "Because of your help and support for Natracare, our feminine hygiene products are even more accessible, helping women avoid synthetics and irritants and make the organic and natural choice each month. Your commitment to Natracare is appreciated. Thank you for voting Natracare the Health and Wellbeing, Pharmacy Product of the Year 2010."



### Launch GSL

#### Niquitin Minis

Manufacturer GlaxoSmithKline says that Niquitin Minis are a "revolutionary" new nicotine replacement therapy product that aims to help break quitting down into smaller steps. The company says this is so that smokers don't have to think about stopping completely, just the next cigarette.



### Overall Pharmacy Product of the Year

#### alli

"We are delighted that alli has been voted Overall Pharmacy Product of the Year 2010. The support of pharmacy and pharmacy assistants has been key to our success and we know that when consumers choose to make lifestyle changes they are benefiting from the support and consultation that they receive in pharmacy" — Jeremy Meader, GlaxoSmithKline trading director pharmacy.

