

Pharmacy Product of the Year

- The Independent's choice

The Pharmacy Product of the year awards recognise and reward product development and innovation in the pharmacy sector. Last year proved hugely popular with both manufacturers and pharmacists, attracting a broad spectrum of entries, and enormous reader interest.

How to enter your product

1: Submit your product

The entry will include: A picture of the product entered, the legal category where appropriate and the name of the manufacturer / distributor (*only having to provide this level of information avoids the need to go to medical regulations.*) Cost of entry £388 per product (*includes both magazine & web*)

Please contact Andrea.webb@1530.com Tel: 0207 534 7249

2: The products are showcased to all UK independents

All products entering a category are featured in the December 2016 issue of The Independent Community Pharmacist, and on www.independentpharmacist.co.uk

3: The vote

Independents are asked to vote for one product in each category, using a free post voting card included with the December issue, or via www.independentpharmacist.co.uk

All independent pharmacists who vote will be placed in a draw to win an **Apple iPad mini**

4: The winners are announced

The Winners will be announced in the February issue, in a dedicated section of the magazine, which will be highlighted on the magazine front cover. They will also be featured on the Independent Pharmacist web site for a 12 month period.

Each winning product will receive an award certificate, and the right to use, the **Pharmacy Product of the year** logo, at no additional cost, in print / web advertising & promotions, packaging / point of sale, and PR. (*There is a small charge for use in TV advertising*)

Plus, the opportunity to feature their winning product in the exclusive independent pharmacy, **Product of the Year** in-store promotion

A valuable product endorsement from independent pharmacy