



The best in
business development
and innovation

2022 AWARDS

CONSUMER HEALTHCARE
INDUSTRY AWARDS

WINNERS

The Winners

Congratulations to the winners of the **OTCToolbox 2022 Consumer Healthcare Industry (CHi) Awards** recognising the best in business development and innovation around the world.

Transaction of the Year

WINNER Perrigo to acquire HRA Pharma

- ★ This CHi Award honours the best transaction in 2021. Judges were looking for a transaction – an acquisition, merger, licensing agreement, joint venture or strategic alliance – with the power to transform the company’s consumer healthcare presence.

Business Development Team of the Year

WINNER Stada

- ★ This CHi Award honours the best business development team in 2021. Judges were looking for a business development team that announced and/or completed one or more transactions with the power to transform the consumer healthcare presence of the team’s company.

Innovation of the Year

JOINT WINNERS Hana – HRA Pharma & Lovima – Maxwellia

- ★ This CHi Award honours the best consumer healthcare product innovation in 2021. Judges were looking for an outstanding example of a new brand, a line extension to an existing brand, a switch of a medicine from prescription to non-prescription status, a packaging innovation or a drug delivery innovation.

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The **OTCToolbox** website produces publications and events that enable business developers and innovators in the consumer healthcare/OTC industry worldwide make well-informed decisions.

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The Winners *(continued)*

Regulatory Achievement of the Year

WINNER Central America and the Caribbean – Bayer Consumer Health

- ★ This CHi Award honours the best regulatory achievement in the consumer healthcare industry anywhere in the world during 2021. Judges were looking for an outstanding example of a switch of a medicine from prescription to non-prescription status, a new product claim, a change to legislation or other regulatory achievement.

Self-Care Initiative of the Year

WINNER Blueprint for a National Self Care Strategy – PAGB

- ★ This CHi Award honours the best self-care initiative in the consumer healthcare industry anywhere in the world during 2021. Judges were looking for an outstanding example organised by a consumer healthcare/OTC company, industry association or other organisation.

Sustainability Project of the Year

WINNER Wild Earth – Natures Aid

- ★ This CHi Award honours the best sustainability project in the consumer healthcare industry anywhere in the world during 2021. Judges were looking for an outstanding example of packaging developments, recycling programmes, ingredient changes, ingredient transparency, drug delivery changes, energy management and waste reduction.

The CHi Awards are open to consumer healthcare/OTC companies from around the world. They cover a broad range of consumer healthcare/OTC products including: non-prescription medicines; vitamins, minerals and supplements (VMS); self-care medical devices; skin health products; and other consumer healthcare/OTC products.

Winners of the CHi Awards were decided by a panel of highly experienced executives in the consumer healthcare field. Many thanks to our panel of judges for giving us both their time and their expertise.



The Judges



Tim Brooks

Tim Brooks is Director of Muzeable, which helps health and wellness organisations thrive at points of change. He is also a Strategic Advisor to British Brands Group, Sign Salad, Virtual Store Trials and Brand Champions. Tim spent more than a decade at GlaxoSmithKline Consumer Healthcare.

Awards judged – *Self-Care Initiative of the Year, Sustainability Project of the Year*



Matteo Cattaneo

Matteo Cattaneo is an Associate Director at EY leading the Consumer Health sector within the Strategy and Transactions team for EMEA. Matteo has spent more than a decade working on buy-side and sell-side M&A projects within the Consumer Healthcare and more broadly Life Sciences sector.

Awards judged – *Transaction of the Year, Business Development Team of the Year*



Reiner Christensen

Reiner Christensen is Chief Executive Officer of Chameleon Pharma Consulting which focuses on strategies for consumer healthcare and pharmaceutical companies in emerging markets – Asia, Latin America, the Commonwealth of Independent States (CIS) and the Middle East – as well as Europe. He has worked for Merck Consumer Health, Omega Pharma, Ferrosan and Richard Bittner.

Awards judged – *Transaction of the Year, Business Development Team of the Year*



Nick Dormon

Nick Dormon is a Founder of ECHO, an independent innovation and design company founded in 2004 which aims to “create and develop brands that are compelling, useful, caring and environmentally responsible”. ECHO’s clients include HRA Pharma, Nestlé and Unilever.

Awards judged – *Sustainability Project of the Year*



Trevor Gore

Trevor Gore is Founder and Director of Maestro Consulting, which is involved in a range of areas including behaviour change, marketing strategy, team building and sales training. Trevor spent two decades at Reckitt Benckiser where he rose to the position of Global Healthcare Training Manager.

Awards judged – *Self-Care Initiative of the Year*



David Gray

David Gray is Chief Executive Officer and Founding Partner of 1HQ Creative Leap, the multi-disciplinary brand and communications consultancy specialising in consumer health and wellness that is part of the Ceuta Group. The company’s work encompasses market, category and consumer insight, as well as brand positioning and proposition development, innovation, identity, packaging design and communication.

Awards judged – *Sustainability Project of the Year*

The Judges *(continued)*



James Hall

James Hall is a Director of JensonR+ and a Regulatory Specialist at OTCexperts. He has in excess of 25 years of regulatory experience in the OTC industry. His background covers a wide spectrum of areas including regulatory strategy and implementation, reclassifications, borderline products, promotional copy approval, medical devices and pharmacovigilance.

Awards judged – *Innovation of the Year, Regulatory Achievement of the Year*



Mathias Käsebier

Mathias Käsebier is Senior Director of Manlik Pharma Consultants. Mathias is a former Director of the Americas for Boehringer Ingelheim Consumer Health Care and a former Chief Executive Officer and President of Heel USA.

Awards judged – *Transaction of the Year, Business Development Team of the Year*



Coulton Legge

Coulton Legge is Director of L4i which helps companies develop their internal innovation strategies and their external business development. Recent (international) projects have focused on in-home diagnostics, digital health applications and strategic innovation development. Coulton worked for GlaxoSmithKline Pharmaceuticals before moving into the consumer healthcare industry at Reckitt Benckiser, where he was responsible for innovative products in many global categories. He then moved to Bayer in Switzerland to build and establish its Global Consumer Health Open Innovation activities.

Awards judged – *Innovation of the Year, Regulatory Achievement of the Year*



Ros Munday

Ros Munday is a specialist OTC Consultant with experience gained over more than 25 years in the industry, including more than a decade at Sanofi. Ros operates across all disciplines from manufacturing through to consumer sales and marketing.

Awards judged – *Transaction of the Year, Business Development Team of the Year, Innovation of the Year, Regulatory Achievement of the Year, Self-Care Initiative of the Year, Sustainability Project of the Year*



Matthew Oster

Matthew Oster is the Senior Industry Manager for Consumer Health at Euromonitor International. Based in Chicago, US, he has more than 10 years of experience in the industry. In his role, Matt oversees Euromonitor's Consumer Health research and analysis and leads a team of experts in 100 markets worldwide. As Head of Consumer Health, Matt provides insight into the consumer trends, competitive landscape and growth opportunities shaping the market. Prior to this role, Matt was the Head of Institutional Channels, where he analysed the changing global healthcare landscape and its effects on the B2B marketplace for goods and services.

Awards judged – *Innovation of the Year, Sustainability Project of the Year*



Jeremy Puttock

Jeremy Puttock is President of Healthy Brands. During his 30 years in the consumer healthcare industry, Jeremy's positions have included Vice President Global Consumer Healthcare Franchises at Johnson & Johnson and Senior Vice President Global Non-Prescription Medicines at Teva Pharmaceuticals.

Awards judged – *Transaction of the Year, Business Development Team of the Year, Innovation of the Year*

The Judges (continued)



Fuad Sawaya

Fuad Sawaya is Vice-Chairman and Global Head of Consumer Investment Banking CG Sawaya Partners, a leading consumer healthcare strategic advisory firm. He has spent more than three decades guiding respected consumer companies in the US and Europe with strategic advice, portfolio maximisation and value-creating solutions. Prior to founding Sawaya Partners in 2001, Fuad had leadership roles at JP Morgan and PaineWebber advising consumer companies.

Awards judged – Transaction of the Year, Business Development Team of the Year



Amit Shukla

Amit Shukla is Global Vice President of Consulting Services and Thought Leadership at IQVIA Consumer Health. Amit has extensive experience of the consumer health and CPG industry worldwide. Before joining IQVIA in 2019, he spent nine years at GlaxoSmithKline in several senior roles including General Manager Middle East and EVP for Emerging Markets out of India/China. He has also worked for Novartis Consumer Health and Procter & Gamble in senior roles based in Russia, Singapore and the US.

Awards judged – Transaction of the Year, Business Development Team of the Year, Innovation of the Year



Ralf Sibbing

Ralf Sibbing is Managing Partner of TentaConsult Pharma & Med – a Tentamus Company. He has multidisciplinary experience in the consumer healthcare/OTC field covering regulatory affairs, scientific and medical affairs, quality management and pharmaceutical consulting. He spent 24 years at Diapharm, including more than a decade as general manager or managing partner.

Awards judged – Innovation of the Year, Regulatory Achievement of the Year



Andy Tisman

Andy Tisman is a Consumer Health Consultant and Management Coach. He was previously Senior Director & Global Lead Consumer Health Strategy & Thought Leadership at IQVIA Consumer Health. Prior to IQVIA, Andy had a strong industry and consulting background with SmithKline Beecham (now GlaxoSmithKline) and The MSI Consultancy (now Cello Health).

Awards judged – Transaction of the Year, Business Development Team of the Year, Self-Care Initiative of the Year, Sustainability Project of the Year



Deborah Wilkes

Deborah Wilkes is Founder and Editor & Publisher of the **OTC Toolbox** website. Deborah has nearly 30 years of experience in analysing developments in the consumer healthcare/OTC market worldwide. She co-founded the **OTC bulletin** and **Generics bulletin** newsletters, as well as creating **OTC bulletin's** OTC Marketing Awards.

Awards judged – Transaction of the Year, Business Development Team of the Year, Innovation of the Year, Regulatory Achievement of the Year, Self-Care Initiative of the Year, Sustainability Project of the Year



Janet Worrell

Janet Worrell is Head of Regulatory at Jenson R+ and a Regulatory Specialist at OTCexperts. She has more than 30 years of regulatory experience in the pharmaceutical and OTC industries, covering a wide range of areas including medicines; medical devices; vitamins, minerals and supplements; and borderline products.

Awards judged – Regulatory Achievement of the Year, Self-Care Initiative of the Year

Transaction of the Year

Perrigo’s agreed acquisition of HRA Pharma wins the OTCToolbox Consumer Healthcare Industry (CHi) Award for Transaction of the Year. Judges highlighted the “very high synergies”.

Perrigo announced in September 2021 that it was acquiring French consumer healthcare company HRA Pharma from Astorg and Goldman Sachs Asset Management for EUR1.8 billion (USD2.1 billion).

The deal will give Perrigo the Compeed blister care brand, ellaOne emergency contraception brand and Mederma scar care brand.

Perrigo will also gain HRA Pharma’s expertise in switching medicines from prescription to non-prescription status. HRA Pharma recently switched Hana – an oral contraceptive pill containing desogestrel – from prescription-only to pharmacy (POM to P) status in the UK. Meanwhile, ellaOne is now available without a prescription in 59 countries.

Perrigo said HRA Pharma’s “seasoned leadership team” would remain in place to “minimise any business disruption from integration”.

Commenting on the agreed transaction, Perrigo said it would complete its “three-year transformation plan to become a global leader in consumer self-care”.

“The acquisition of HRA Pharma would be the crowning achievement in that transformation,” remarked Perrigo’s Chief Executive Officer and President Murray Kessler.

David Wright, HRA Pharma’s Chief Executive Officer, said Perrigo was the “ideal partner” to continue growing the company’s brands “across the globe and into attractive adjacent categories as we build on Perrigo’s platform and sizeable product portfolio”.

Perrigo said acquiring HRA Pharma – which it described as one of the fastest-growing OTC companies globally – was expected to add approximately EUR400 million to its sales in 2023.

The deal, added the company, would “significantly strengthen Perrigo’s global footprint by adding scale in key European markets”. The overlap with existing geographies, it noted, was expected to provide “significant and actionable operational synergies”.

Responding to the news that Perrigo had won the Transaction of the Year Award, Svend Andersen – Executive Vice President of Perrigo and President of Perrigo’s Consumer Self-Care International division – described HRA Pharma as the “missing link” now that Perrigo had become a “100% completely self-care player”.

Andersen said Perrigo was “really looking forward to meeting and greeting the talent at HRA Pharma and incorporating the great brands like ellaOne and Mederma into our self-care portfolio”.

Comments from the judges

Perrigo’s agreed acquisition of HRA Pharma was the clear winner of Transaction of the Year. Five of the nine judges for this CHi Award ranked the transaction first out of 10 candidates, and a further three judges placed it second.

Mathias Käsebier of Manlik Pharma Consultants said Perrigo would acquire leading brands such as Compeed and EllaOne, as well as a broader branding push through the leadership team and talent taken on board.

Another judge pointed out the transaction would complete Perrigo’s “transformation journey from US focused private-label/generic company to a global leader in consumer healthcare”.

Meanwhile, Reiner Christensen of Chameleon Pharma Consulting highlighted the “very high synergies”.



HRA Pharma is the “missing link” now that Perrigo has become a “100% completely self-care player”, says Svend Andersen, Executive Vice President of Perrigo and President of Perrigo’s Consumer Self-Care International division

Business Development Team of the Year



Stada captures the OTCToolbox Consumer Healthcare Industry (CHI) Award for Business Development Team of the Year for the second year in a row. Judges liked Stada’s “flexible” approach in its deals with Sanofi Consumer Healthcare.

Stada’s business development activity in 2021 included two very different deals with Sanofi Consumer Healthcare.

In June 2021, Germany’s Stada announced it was strengthening its European consumer healthcare presence by acquiring 16 local and regional brands – including Silomat, Mitosyl and Frubiase – from Sanofi Consumer Healthcare for an undisclosed sum.

The transaction covered 13 countries predominantly in Europe, including France, Germany, Italy, Poland and Spain. Most of the portfolio’s turnover is generated in these five countries.

The following month, Sanofi revealed that it was handing over distribution and marketing of around 50 consumer healthcare brands in 20 European countries to Stada.

The 20 countries covered by the agreement include Denmark, Finland, Iceland, Norway and Sweden in the Nordic region, as well as Bulgaria, Ireland, Malta and the Netherlands.

Also covered by the agreement are the Baltic states of Estonia, Latvia and Lithuania, as well as Albania, Bosnia and Herzegovina, Croatia, Kosovo, Macedonia, Montenegro, Serbia and Slovenia.

A Stada spokesperson told OTCToolbox at the time that the company would be responsible for Sanofi’s complete Consumer Healthcare portfolio in the 20 countries.

The agreement covers around 50 well-established consumer healthcare brands that were marketed by Sanofi in the 20 countries including Allegra, Bisolvon, Dulcolax and Essentiale Forte N. Therapeutic categories covered include allergy; cough and cold; dermatology; digestive health; pain relief; and vitamins, minerals and supplements.

Peter Goldschmidt, Stada’s chief executive officer, said the transactions “further strengthen Stada as a top-five player in Europe’s consumer healthcare market” and “support the company’s growth acceleration”.

Responding to the news that Stada had won Business Development Team of the Year for the second time, Felix von Berg – Senior Vice-President M&A at Stada – said the CHI Award “recognises Stada as a go-to-partner for consumer healthcare as well as the performance of its central and country teams in integrating and invigorating brands”.

Comments from the judges

Stada was a comfortable winner of Business Development Team of the Year. Four of the nine judges for this CHI Award ranked Stada first out of the nine candidates, and a further three placed the team in the top three.

Andy Tisman said the team at Stada had “helped to transform the business with two separate and different deals with Sanofi Consumer Healthcare which fit strategically with Stada’s chosen path to growth and help to cement its position as a partner of choice in consumer healthcare in Europe”.

Deborah Wilkes of OTCToolbox liked Stada’s “flexible” approach to its deals with Sanofi Consumer Healthcare.

Another judge commented: “With an acquisition and a distribution agreement with the same partner, maybe Stada is the business development partner of choice as it claims.”

Meanwhile, Amit Shukla of IQVIA Consumer Health said all of Stada’s deals “have been building towards the firm’s vision of nurturing ‘local jewels’”.



This CHI Award “recognises Stada as a go-to-partner for consumer healthcare”, says Felix von Berg, Senior Vice-President M&A at Stada



WINNER Stada

FINALIST Karo Pharma

FINALIST Perrigo

Innovation of the Year



HRA Pharma's Hana and Maxwellia's Lovima are joint winners of the OTCToolbox Consumer Healthcare Industry (CHI) Award for Innovation of the Year. Judges praised the two companies for driving through a "groundbreaking" switch of a medicine from prescription to non-prescription status in the UK.



HRA Pharma's Hana



Maxwellia's Lovima

On the face of it, having joint winners for an Innovation of the Year Award seems counter-intuitive.

However, switching a daily oral contraceptive from prescription to non-prescription status in the UK was a major achievement, leading the way in Western countries. The two companies involved both deserve to be recognised for their efforts.

In July 2021, the UK's Medicines and Healthcare products Regulatory Agency (MHRA) gave the go-ahead for two daily contraceptive pills containing desogestrel – HRA Pharma's Hana and Maxwellia's Lovima – to be switched from prescription-only to pharmacy (POM to P) status.

At the time, Michelle Riddalls – Chief Executive Officer of the consumer healthcare association, the PAGB – said switching the progestogen-only contraceptive pills was "an historic milestone for women and women's health".

Riddalls pointed out this was the "first time that any form of daily contraceptive pill has been licensed for OTC sale in the UK".

She added that "enabling women to buy the progestogen-only pill in pharmacies will be particularly beneficial at a time when accessing sexual health services has become more challenging in parts of the UK because of pressure on National Health Service (NHS) resources and the COVID-19 pandemic".

Good news for women and families

June Raine, the MHRA's Chief Executive, said the switch was "good news for women and families".

"We have consulted a wide range of people to enable us to reach the decision to make this contraceptive available for the first time in the UK without prescription," said Raine. "We received many responses to our consultation, the majority of which supported this approach."

The MHRA received 494 responses to the public consultation, of which more than 80% were in favour of the switch to P status.

Hana and Lovima are both supplied as film-coated tablets containing 75 microgram desogestrel. They are available in two pack sizes: a one-month supply of 28 pills, and a three-month supply of 84 pills.

Both companies developed comprehensive pharmacy training materials to support the launches.

(Continued...)

Innovation of the Year *(continued)*

Responses from the winners

Commenting on the win for HRA Pharma, H  l  ne Guillard, Global Rx-to-OTC Switch Director, told OTCToolbox the reclassification of Hana was “a major milestone for women and reinforces our mission at HRA to empower people to improve their lives by developing accessible added-value self-care solutions”.

“Our team has made history in women’s health once again, with the UK being the first Western country to truly offer this type of contraceptive pill without a prescription,” added Guillard. “We are extremely proud of this achievement and delighted to be recognised by the OTCToolbox CHI Innovation of the Year Award.”

Anna Maxwell, Chief Executive Officer of Maxwelllia, said her company was “thrilled to receive this prestigious CHI Innovation of the Year Award for Lovima, our daily oral contraception brand”.

“In our first season, to stand with the giants is a remarkable achievement for our small team,” she added. “We thank CHI and our industry colleagues for recognising us in this way.”

Comments from the judges

Hana and Lovima were clear winners of Innovation of the Year. Three of the eight judges for this CHI Award ranked the products first out of the 10 candidates, and a further three placed them in the top three.

One judge pointed out that HRA Pharma and Maxwelllia had both “provided a solution to the health and wellbeing of women by increasing the ease and availability of contraception”.

“The two companies independently have approached the area with innovative regulatory and practical approaches to help ensure clarity of use for the user and, importantly, well-structured and clear educational platforms for pharmacists,” added this judge. “Innovation in this area, especially in reclassification, is not easy.”

Another judge said the switch marked the “beginning of a completely new OTC switching chapter”, with a product for long-term and continuous use moving into the OTC sector. This judge hoped the switch would be repeated throughout Europe.

Deborah Wilkes of OTCToolbox praised the two companies for driving through a “groundbreaking” switch of a medicine from prescription to non-prescription status in the UK.



The Hana team at HRA Pharma led by Global Rx-to-OTC Switch Director H  l  ne Guillard (pictured third down on the left)



The Lovima team at Maxwelllia led by Chief Executive Officer Anna Maxwell (pictured front)

Regulatory Achievement of the Year



The OTCToolbox Consumer Healthcare Industry (CHi) Award for Regulatory Achievement of the Year goes to Bayer Consumer Health for an initiative involving QR codes in Central America and the Caribbean. “Groundbreaking” and a “major achievement” were some of the comments from our judges.

Bayer Consumer Health points out that quite a high proportion of people in Central America and the Caribbean are on a low income and can't afford to buy regular packs of consumer healthcare products.

To make products accessible to these people, explains the company, shops split the packaging and sell individual tablets without any packaging, or with only the blister surrounding a single tablet. This means people are purchasing products with very limited information, adds the company, and in some cases without expiry dates, dosages, instructions for use, indications and warnings.

Bayer Consumer Health says health authorities in the region are aware of the problem and have started requiring additional information on the primary packaging of products. However, this can result in larger pack sizes.

The company says its regulatory team in the region suggested a “bold” alternative solution – inclusion of a QR code on the primary packaging to provide all of the information normally available on the secondary packaging and product insert. This required changing from a blister pack to a sachet to accommodate the addition of the QR code and resulted in a standalone, fully-labelled single count.

Bayer Consumer Health says the sachet has been approved in five of the six countries where it has been submitted.

The company says the increasing penetration of mobile phones, internet and widespread use of QR codes – even in low-income countries – means e-labelling is an answer to many of the problems faced in the consumer healthcare industry today. Bayer Consumer Health believes the addition of the QR code onto the primary pack of a drug is a groundbreaking step towards having e-labelling as the industry standard.

Responding to the CHi Award win, Adriana Alvarez, Head of Regulatory Affairs Latin America for Bayer Consumer Health, said: “Don't downgrade your dream just to fit your reality, upgrade your belief to match your vision.”

Comments from the judges

Bayer Consumer Health's QR code initiative was popular with the judges for Regulatory Achievement of the Year. Three of the six judges for this CHi Award ranked the initiative first out of the five candidates, and a further two placed it in the top two.

OTC consultant Ros Munday noted she had witnessed shelves of loose single tablets in Brazilian pharmacies. “I see this as a major achievement and first step towards far wider packaging innovation with global implications, allowing manufacturers to fulfil a seriously unmet need to provide affordable self-care access to all.”

A second judge said the work done to overcome a problem and ensure safety for the end user embraced technology advances with a smart solution to a real and present problem. This judge added that the addition of the QR code onto the primary pack of a drug was a “groundbreaking step towards having e-labelling as the industry standard and to enable access to a disadvantaged population”.

A third judge said the work “meets the needs of the consumers and addresses the real world regulatory situation problems”.



“Don't downgrade your dream just to fit your reality, upgrade your belief to match your vision,” says Adriana Alvarez, Head of Regulatory Affairs Latin America for Bayer Consumer Health



WINNER Central America and the Caribbean – Bayer Consumer Health

FINALIST Hana – HRA Pharma

FINALIST Lovima – Maxwellia

Self-Care Initiative of the Year



PAGB’s Blueprint for a National Self Care Strategy for England takes the OTCToolbox Consumer Healthcare Industry (CHI) Award for Self-Care Initiative of the Year. “Ticks all the boxes”, “inspiring” and “fabulous” were just some of the comments from our judges.

The COVID-19 pandemic provides a “unique but time-limited opportunity” to embed self care across the healthcare system, according to PAGB.

Set against this background, the consumer healthcare association embarked on a project to “highlight to policymakers the benefits of embedding self care across the healthcare system to empower people to self care for self-treatable conditions”.

However, PAGB recognised that the consumer healthcare industry’s previous calls for a self care strategy had “failed to gain traction” and there was a need to “work in partnership to have a greater impact”.

PAGB secured support from a broad range of healthcare organisations to co-develop and publicly endorse its Blueprint for a National Self Care Strategy in England which was launched in October 2021.

Supporting organisations included the Association of Independent Multiple Pharmacies, the Company Chemists’ Association, the National Association of Primary Care, National Health Service (NHS) Clinical Commissioners, the National Pharmacy Association, the Royal College of Nursing, the Royal Pharmaceutical Society and the Self Care Forum.

“We brought together organisations previously working in silos to establish a partnership to advocate for a national self care strategy,” explains PAGB.

PAGB says the blueprint has “changed the national policy conversation on self care and ensured the consumer healthcare industry is at the centre of those discussions”. Its recommendations are being progressed by the Department for Health and Social Care (DHSC) and NHS bodies, adds the association.

Commenting on the win, Donna Castle, PAGB’s Executive Director of Policy and Communications, said: “We are delighted that our work – with our partner organisations – has won the CHI Award for Self-Care Initiative of the Year.”

Castle said PAGB had been “overwhelmed by the positive response we have received to our Blueprint for a National Self Care Strategy for England and plan to continue working throughout 2022 to continue making the case for self care”.

Comments from the judges

PAGB was a strong winner of the Self-Care Initiative of the Year Award. Four of the six judges for this CHI Award ranked the consumer healthcare association’s Blueprint for a National Self Care Strategy for England first out of the seven candidates.

Andy Tisman felt it was an “inspiring example of a national self-care organisation driving an initiative to push self-care higher up the national agenda in the face of previous lack of interest from policymakers”.

Trevor Gore of Maestro Consulting said the blueprint “ticks all the boxes”. “The fact that politicians and policymakers are ‘engaged and progressing recommendations’ is encouraging at this early stage,” added Gore. “Also the fact that local NHS bodies are already implementing self-care strategies bodes well.”

Tim Brooks of Muzeable said the PAGB initiative showed the “potential of collective action based against clear objectives and supported by data/insight”. He described it as a “fabulous initiative that attempted to tackle the inertia in the system”.



PAGB has been overwhelmed by the positive response it has received to its Blueprint for a National Self Care Strategy for England, says Donna Castle, PAGB’s Executive Director of Policy and Communications



WINNER Blueprint for a National Self Care Strategy – PAGB

FINALIST Australian Self-Care Alliance

FINALIST Long Covid Project – Bayer Consumer Health

Sustainability Project of the Year



The OTCToolbox Consumer Healthcare Industry (CHI) Award for Sustainability Project of the Year goes to Natures Aid for its Wild Earth range of vitamins, minerals and supplements. Natures Aid, which is part of Stada, is the first-ever winner of this new addition to the CHI Awards.



Wild Earth comprises a range of 10 products

Natures Aid says its Wild Earth range of vitamins, minerals and supplements (VMS) “sprouted from the philosophy that brilliant products shouldn’t cost the earth”.

According to Natures Aid, VMS shoppers are “no longer willing to compromise on their sustainable values, with 82% actively trying to reduce their plastic waste”.

“Shoppers are also taking a greater interest in where their products come from, with 75% of VMS users stating they would be happy to pay a premium for clean label products,” adds the company.

Packaging is an important part of the Wild Earth concept. Natures Aid says it has created a “fully eco-friendly, recyclable, biodegradable and compostable packaging solution for Wild Earth”.

“Each product is supplied in a carbon balanced cardboard carton supporting The World Land Trust, which is also FSC certified and fully recyclable,” says Natures Aid. “Inside, our world first biodegradable blister pack has been developed alongside environmental specialists and validated by The Eden Project Research Laboratory.”

Natures Aid also points out that Wild Earth products contain “only the highest quality ingredients” and are “allergen-free” and “vegan-friendly”.

The company also highlights that it reinvests 5% of its profits into sustainable initiatives.

Wild Earth comprises a range of 10 products including a Multivitamin & Mineral For Men, a Multivitamin & Mineral For Women, Organic Turmeric and Immune Support Complex.

Natures Aid has launched Wild Earth into Superdrug, Holland & Barrett, Uniphar and Boots in Ireland, as well as independent health food stores and pharmacies in the UK. The international rollout includes countries as diverse as Estonia, Iceland, Malta and Nigeria.

Commenting on the win, Chris Morrey, General Manager of Natures Aid, said: “We at Natures Aid and Stada are delighted to receive this CHI award recognising Wild Earth, the world’s first specifically designed planet-friendly, eco-friendly, sustainable range of vitamins and supplements.”

Comments from the judges

Wild Earth was a comfortable winner of the Sustainability Project of the Year Award. Five of the seven judges for this CHI Award ranked Wild Earth first out of the candidates.

One judge said Wild Earth stood out because Natures Aid had “not only committed to but also delivered a 360 degree environmental solution for their products and packaging”. “Not only that,” added this judge, “but they are going above and beyond by investing 5% of the profits into worthy initiatives.”

Meanwhile, OTC consultant Ros Munday said Wild Earth “appeals directly and highly visibly to the receptive consumer”.

In common with several judges, Munday pointed out that Natures Aid was “actually delivering, not just promising to do so”.



Wild Earth is the “world’s first specifically designed planet-friendly, eco-friendly, sustainable range of vitamins and supplements”, says Chris Morrey, General Manager of Natures Aid



WINNER Wild Earth – Natures Aid

FINALIST Bayer Consumer Health

FINALIST Charter for Environmentally Sustainable Self-Care – Global Self-Care Federation (GSCF)

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