

Ireland's Official Pharmacy Publication

80D

IPU *Review*

NOVEMBER 2016

Understand Together
– new dementia
campaign launched

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Naturalife Health launches Cleanmarine® MenoMin, a new, proven to work, menopause supplement

Naturalife Health, based in Rathnew, Co. Wicklow, is delighted to introduce a new menopause health food supplement to the Irish market, Cleanmarine® MenoMin. The company, with over 15 years' trading experience in the healthcare industry, will support the new product launch with an extensive marketing and PR campaign.

Cleanmarine® MenoMin is a clinically researched all-in-one perimenopause and menopause multivitamin solution, which has been proven to assist women in coping with many of the unpleasant symptoms associated with perimenopause and beyond. The synergistic blend contains Omega 3 from Krill Oil (the fastest and purest delivery of Omega 3 possible, surpassing traditional, highly-processed fish oils and without any fishy aftertaste), alongside B-Vitamins, folate, biotin, soy Isoflavones and Vitamin D3.

In a recently published study, based on 50 women, results showed a significant reduction in menopausal symptoms when taking two capsules of Cleanmarine® MenoMin for three consecutive months. Over 80% of women who took part felt that MenoMin had a positive effect on their menopause symptoms and improved their quality of life. 77% of women suffering with severe hot flushes saw a significant reduction within 30 days and this continued to reduce over the following 60 days of the study. Across women who had reported libido problems during their menopause, 66% of them noticed a significant improvement in sexual desire by the end of the study.

The marketing programme will include a national advertising campaign across print and online media which will be supported by a PR campaign including a media launch event. Point of sale and training material will also be distributed to stockists nationwide. As part of the marketing campaign, Broadcaster Lorraine Keane was recruited as an Official Brand Ambassador for Cleanmarine® MenoMin.

Cleanmarine® MenoMin is stocked in Health Food Stores and Pharmacies nationwide. For more information, visit www.cleanmarine.ie or call 0404 62444.



Tillotts Pharma celebrates 30 years in Switzerland

Tillotts Pharma celebrates 30 years in Switzerland this year. On 6 September, Tillotts' CEO Thomas A Tóth opened the company's anniversary festivities in Basel, which included inspiring guest presentations by Sir Ranulph Fiennes, the famous English explorer, and Prof. Claude Nicollier, the first and only Swiss astronaut. Sir Ranulph and Prof. Nicollier's stories of perseverance and self-determination complemented Tillotts' own vision for 2020, which includes expansion into ambitious and innovative new gastroenterology products.

Pictured from left to right at the event: Sir Ranulph Fiennes, Ms Sharon Rice (United Drug Distributors), Ms Mai Hanlon (Tillotts Pharma Limited) and Mr David Keyes (United Drug Distributors).