



German switch success rare

page 12



Record year for the OTC Awards

page 18



Why should you innovate?

page 20

OTC *bulletin*

THE BUSINESS NEWSLETTER FOR THE CONSUMER HEALTHCARE INDUSTRY

Contents

12 January 2018
Issue Number 495

COMPANY NEWS

- RB works with Orbis to create novel lines 3
- Perrigo joins Merck battle 3
- Nuvo grows offering with Resultz rights 4
- WBA shifts its focus in China 5
- Germany's Phoenix reports rise in sales 6
- Genomma seeks turnaround 7

GENERAL NEWS

- Doctipharma ban is overturned in France 8
- Homoeopathy needs new approach in US 9
- ASMI wants switch plan 14
- Pharma Suisse backs reforms 14

MARKETING NEWS

- Nytol helps UK beat its sleep struggles 15
- Espira takes Avon into supplements 16
- Mundipharma utilising NFC 16
- Centrum to Fokus on specific needs 17

REGULARS

- Events - Our regular listing 19
- People - Röhrhoff steps into top Perrigo position 23

Cranz announces AESGP departure

Hubertus Cranz is to step down as director general of the Association of the European Self-Medication Industry, the AESGP, after 30 years of service. He will leave the association "by the end of May 2018".

Jurate Svarcaite, secretary general of the Pharmaceutical Group of the European Union (PGEU), has been named as Cranz' replacement.

Scheduled to join the AESGP on 1 April 2018 as director general designate, Svarcaite will take over as director general on 1 June 2018.

Furthermore, Maud Perrudin, the AESGP's legal and regulatory affairs manager, has been promoted to deputy director general.

Cranz receives praise

Commenting on the leadership change, the AESGP's president Birgit Schuhbauer, said Cranz had served as an "outstanding leader of the consumer health industry for three decades".

Praising Cranz' "strong leadership, outstanding engagement and profound expertise", Schuhbauer said his "ground-breaking work" as head of the association had contributed to furthering self-care "in Europe and around the globe".

"The adoption of the most important pieces of European legislation for the self-care sector fell during his tenure," Schuhbauer pointed out, "including the directives on pharmaceutical advertising, classification, traditional herbal medicines, falsified medicines, and food supplements to name just a few."

"In addition, Cranz was instrumental in gaining acceptance for the importance of self-care in numerous European policy documents," Schuh-



Hubertus Cranz



Jurate Svarcaite

bauer noted, "and in particular, in many Central and Eastern European countries."

Turning to Svarcaite's appointment, Schuhbauer said the AESGP was "delighted" to have secured as Cranz' replacement a director general with a "track record of leadership and engagement across the healthcare sector".

"We are confident Svarcaite will be an excellent successor to Cranz," Schuhbauer added, "to ensure that self-care plays an increasingly valuable role in healthcare."

OTC