



arrow

News

Arrow Pharmaceuticals (NZ) Limited



Dedicated to Health, Well-being and Beauty in New Zealand

A strong team spirit, an eye for unique products and a willingness to do things differently characterises the people behind rapidly expanding Arrow Pharmaceuticals. Formed in New Zealand in 2002, the Auckland-based company is part of the fast growing international Arrow Pharmaceutical Group, distributing and marketing a growing range of generics and direct to pharmacy products including health and beauty.

Generics

Generics are the specialty of the Arrow parent company worldwide and form an important part of the New Zealand company. The company has successfully tendered for quite a number of products

as well as entered into a number of listing agreements with Pharmac which cover a wide range of therapeutic areas including standard and modified release presentations of tablet. Arrow's extensive range (as shown

overleaf) extends to products such as **Arrow-Sumatriptan**, **Arrow-Nifedipine**, and **Arrow-Lamotrigine**. All Arrow's products (except Clindamycin) are FULLY SUBSIDISED and WITHOUT SPECIAL AUTHORITY.

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Committed to introducing new products

With turnover currently split between generic pharmaceuticals and health and beauty products, Arrow Pharmaceuticals has a policy of constantly bringing new and unique products to pharmacy. Among the wide range of established and new products in the company's current portfolio, here are just a few to note:

Beauty

Imedeem is the world leader of internal skincare and the pioneer in the nutricosmetic industry, a category which is taking off internationally and in NZ. Over 16 independent clinical and scientific studies have confirmed: that the components within **Imedeem**:

- Significantly improve the skin's moisture balance.
- Visibly reduce the appearance of fine lines and wrinkles.
- Diminish visibility of dilated capillaries and age spots.
- Leave skin with a brighter, more youthful and even complexion.

For customers serious about beauty and well-being, **Imedeem** is the product of choice. Our research has shown these are valuable customers to have in-store as they spend 50% more on topical beauty products per month and double the annual spend on nutritional products than non-Imedeem users.

Imedeem users are shoppers you want to have in your pharmacy. In addition to **Imedeem**, Arrow has also introduced New Zealanders to **Designer Brands (DB)** – finally a high quality, low cost cosmetic range! **DB** has quickly become a force to be reckoned with in the budget/bridge cosmetics category with colour story promotions that continually keep the brand exciting. In 2007 **DB** overtook competitors to become the country's

Number 1 budget cosmetic brand. 2008 has built on that success with the launch of new lines: Pressed Powders and Auto-eye shadows and promises even more fabulous promotions as the year continues. **Designer Brands** has also set itself apart from other budget cosmetics with an advertising schedule that has long continued since the launch of **DB** in 2006. Arrow is committed to doing things differently, and **DB** is proof of this through and through.

General Health

Prominent player in the head lice category, 2008 is a big year for **Para Plus**. Mid 2008 sees **Para Plus** get a face lift. Exciting new packaging that still has the overall look of the original pack will hit pharmacy shelves soon, along with the launch of a long-awaited **Para Plus** bundle and **Para Repel**. Head lice won't stand a chance with the new Para line extensions. The availability of **Mygran** containing the active ingredient sumatriptan as a pharmacist only OTC medicine, provides those consumers who have a clear diagnosis of migraine with more convenient access to a migraine-specific medication with fast onset of action. **Mygran** has proven efficacy in treatment of migraine headache. Another good example of Arrow's innovative techniques is its recent launch of **Nourish Skin Oil**, a natural

formulation that helps improve the appearance of scars, stretch marks and uneven skin tone. Skin Oils have developed into a pharmacy category all of their own and the NZ skin oil market is still very much in a growth stage. This translates to huge opportunities for **Nourish Skin Oil** as it establishes itself as a strong contender to win over pharmacies and customers.

In addition to advertising in leading magazines, Arrow also ran major consumer and trade competitions, sampled the product to tens of thousands of consumers at Girls Day Out and launched a PR blitz to the media. Its also sticking to the formula of helping the pharmacy sell through with a comprehensive program of exciting promotions going forward throughout 2008.

Dermatology

The **DermaVeen** range of anti-itch/dry skin products combine the natural soothing qualities of colloidal oatmeal with the moisturising properties of Sodium PCA, an ingredient which most closely resembles the body's own natural moisturising system. This range is used and recommended by dermatologists and has undergone clinical trials (with positive outcome) in the Waikato Burns Unit and The Royal Brisbane Burns Unit.

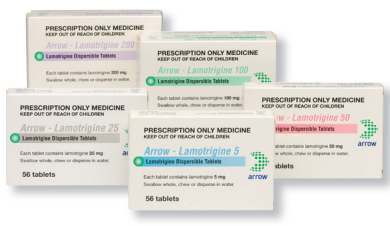
IMEDEEN®
Beautiful skin begins within

DB™
DESIGNER BRANDS

NATRALIA®
HEALTH & WELLBEING
nourish®

DermaVeen®

PARA PLUS®



Product Name	Strength	Pack Size	Presentation
Arrow-Alprazolam Tablets	0.25mg	50	Blister pack
Arrow-Alprazolam Tablets	0.5mg	50	Blister pack
Arrow-Alprazolam Tablets	1.0mg	50	Blister pack
Arrow-Azithromycin Tablets	500mg	2	Blister pack
Arrow-Citalopram Tablets	20mg	28	Blister pack
Arrow-Lamotrigine Tablets	5mg	56	Blister pack
Arrow-Lamotrigine Tablets	25mg	56	Blister pack
Arrow-Lamotrigine Tablets	50mg	56	Blister pack
Arrow-Lamotrigine Tablets	100mg	56	Blister pack
Arrow-Lamotrigine Tablets	200mg	56	Blister pack
Arrow-Lisinopril Tablets	5mg	30	Blister pack
Arrow-Lisinopril Tablets	10mg	30	Blister pack
Arrow-Lisinopril Tablets	20mg	30	Blister pack
Arrow-Metformin Tablets	500mg	500	Plastic bottle
Arrow-Metformin Tablets	850mg	250	Plastic bottle
Arrow-Nifedipine XR Tablets	30mg	30	Blister pack
Arrow-Nifedipine XR Tablets	60mg	30	Blister pack
Arrow-Norfloxacin Tablets	400mg	100	Plastic bottle
Arrow-Ranitidine Tablets	150mg	250	Plastic bottle
Arrow-Ranitidine Tablets	300mg	250	Plastic bottle
Arrow-Roxithromycin Tablets	150mg	50	Blister pack
Arrow-Roxithromycin Tablets	300mg	50	Blister pack
Arrow-Sumatriptan Tablets	50mg	4	Blister pack
Arrow-Sumatriptan Tablets	100mg	2	Blister pack
CindaTech solution (Clindamycin)	50ml	1	Bottle

