

Nexcare™ PRODUCTS

PRODUCT OF THE YEAR: **Nexcare™ Blister Waterproof Strips!**



Winner of Wound Care Category.
Survey of 14,422 people by Nielsen.

3M Nexcare™ Brand are proud to announce that **Nexcare Blister Waterproof Strips** have been **'VOTED PRODUCT OF THE YEAR'** for the Wound Care Category in a Consumer Survey of Product Innovation of over 14,422 people by Nielsen Australia.



2016 PROMOTIONAL PLAN

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Product of the year - Westfield Sampling (timing TBA)												
Product of the year - Pharmacy TV (timing TBA)												
Product of the year - Media Sampling												
Product of the year - Retail Pharmacy Advertising												
Product of the year - PR Campaign												
Nexcare™ Nana - PR Campaign												
Pharmacy Guild of Australia Wound Care Module Sponsorship (24 mths)												
Pharmaceutical Society of Australia - Wound Care Module and Wound Care Self Care Action Kit												
Pharmacy Club - Nexcare Nana, Blister Product of the year and NPD Product update												

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