

Hansaplast® Additive Pain Management: **Public Relation Kit**

– the comprehensive package for different target groups.

How to use

This public relation kit contains press releases for professional journals (target groups: pharmacists or physicians) and public magazines (target group: consumer) as well as complementary illustrative material for the commentarial and emotional support of the contents.

On the CD you will find all text files and the illustrative material as shown in the table below. Furthermore, all pictures, illustrations, images, logos, packshots and tables from the Hansaplast Additive Pain Management – Success Manager are available.

	Consumer	Pharmacist	Physician
Product information	x	x	
Product information 11 mg			x
Product information 4.8 mg			x
Benefits of heat therapy	x	x	
The burden of musculoskeletal pain	x	x	x
Safe self-medication	x		
Safe self-medication 11 mg		x	
Safe self-medication 4.8 mg		x	

- ▶ Adapt the product part of the texts to your local product assortment.
- ▶ Make sure that the correct logo (Hansaplast / Hansaplast med) and the correct packshot of the Capsaicin Heat Patch (4.8 mg / 11 mg) will be used in your country.
- ▶ Do not forget to add the name of the releasing city and the date (month of release) in the first line of the text.
- ▶ Insert the complete name, phone number and e-mail of a contact person into the press release.

Good luck for you and the Hansaplast Capsaicin Heat Patch and Therapeutic Heat Pads.