



Press Release
For Immediate Release

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Growing Consumer Demand for “Natural Medicines” like Oscillococcinum®
Study Shows Consumer Health and Wellness Shopping Habits

Newtown Square, Pa., Jan. 14, 2011—Eighty-two percent of U.S. women shoppers ages 25–70 are attempting to limit their overall usage of traditional over-the-counter (OTC) medications. While they believe in the efficacy of OTCs, they feel these products aren’t “good” for them, especially when used frequently. A sizable number of shoppers consider purity/healthfulness (42 percent) and lack of chemicals/irritants (31 percent) to be important factors when choosing OTC products.

These are some of the key findings in a study conducted by The Hartman Group on behalf of Boiron, world leader in homeopathic medicines. More than 1,400 women who are the primary shopper for their household participated in the online study administered earlier this year.

Despite wanting alternatives to traditional OTCs, shoppers lack knowledge of homeopathic medicines like Oscillococcinum, which temporarily relieves flu-like symptoms such as feeling run down, headache, body aches, chills and fever. Most respondents said they just don’t know enough about homeopathic medicines, which may be a key barrier to usage. After these same shoppers were given a minimal definition of homeopathic medicines highlighting the benefits (i.e. safe, no side effects), at least one-third of the users said they were then interested in trying the medicines.

Fifteen percent of the shoppers said they have used homeopathic medicines for themselves, and 14 percent said they have used homeopathic medicines for their children in the past 12 months. This most recent study aligns with other Hartman Group studies that point to health and wellness

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no longer being a niche market dominated by a small group of consumers. It's a long-term change that reflects how consumers view their lives and the products they purchase. Symptomatic of this, 27 percent of shoppers have successfully used a natural/alternative OTC medicine in the past, and an additional 55 percent who have not tried these products are interested. A further study that looks closer at these consumer shopping habits and trends will be available to the public in March.

“A homeopathic medicine like Oscilloccinum is ideal during flu season because it works naturally and has no side effects such as drowsiness or drug interactions,” says board-certified family physician Dr. Albert Levy of Manhattan Family Practice. “Parents need to know they have other choices like Oscillo[®] available to them on store shelves that don't involve weighing the product's benefits against its risks. There's a need to educate consumers about the many positive benefits of homeopathic medicines.”

Oscillo is widely available in drug stores, supermarkets, health food stores, and mass merchandisers in the cough, cold and flu section. Consumers can visit the Oscillo.com website for a coupon or to find the nearest store that carries Oscillo. Oscillo is also now available in the children's aisle as Children's Oscilloccinum[®].

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About Boiron: Boiron, world leader in homeopathic medicines, is a \$730 million public company with 4,000 employees and distribution in more than 80 countries. It is best known for its top-selling flu medicine, Oscilloccinum[®], and its Arnicare[®] line of pain relievers. For nearly 80 years, Boiron has been committed to funding scientific research and educating the public and healthcare professionals on homeopathic medicines. As a pharmaceutical company, Boiron maintains the highest standards in manufacturing, complying with U.S. Food and Drug Administration regulations, the Homeopathic Pharmacopoeia of the United States and drug Good Manufacturing Practices.

About The Hartman Group: The Hartman Group, the predominant consumer consultancy, located in Bellevue, Washington, blends leading-edge customized primary qualitative, quantitative and trends research with a unique brand of analysis to understand the subtle complexities into how consumers live, shop and use brands, products and services. For more than 20 years, Hartman Group has been listening loudly to the underlying motivations and behaviors to deliver the most comprehensive insights that inform and inspire innovation, strategy and, most of all, move the needle for clients. For more: www.hartman-group.com.