

Health Idea 2008: We are Winners Again!



As spring turned to summer, professionals from the Russian parapharmaceutical market gathered for the 3rd National Awards Ceremony to select the best among them. The organizing committee for this year's event was comprised of the leading players in the market. Already in its third year, the ceremony takes a look at achievements in the field of health promotion as a way of recognizing positive trends in the industry. The "Health Idea" award plays an instrumental part in this process as it is a signal of support and encouragement to companies undertaking the long-term task of enhancing the health of ordinary citizens.

On 18 June 2008, the legendary restaurant "Yar" became the venue for the 3rd National Awards Ceremony honoring outstanding candidates in the field of Health and Life Quality Promotion, "Health Idea"

This year, all of the nominees were divided into two categories; business and marketing. The marketing research center, Pharmexpert, conducted a survey of pharmacists, pharmacy managers and supermarket purchasing managers in ten big cities in Russia in order to select a winner in the business category. Many manufacturers consider "Health Idea" to be one of the most distinguished awards they can receive primarily because the winner is determined by the professionals with whom they interact



throughout the course of each business day. Furthermore, the sense of appreciation that overwhelms each manufacturer when professionals evaluate their activities cannot be understated. Recognition by one's colleagues not only has a positive emotional effect on the activity of any company, but it also provides a serious incentive to continue working on challenging development projects for the future of health.



Since the “Health Idea” award was established A&D has been fortunate to have both been a nominee and a recipient of the award. But this year, A&D had the distinguished honor of receiving the award for “Brand of the Year.” This designation is not only a recognition of A&D as a company, but an authentication of the quality of our products and the added value provided by our activities.

Awards such as “Health Idea” and other awards to companies in the Russian health market indicate a broader commitment to systematically promote a high quality of life for ordinary people. Consequently, the objectives and principles of “Health Idea” are consistent with the objectives and principles of our company.