



## **MEDIA RELEASE**

### **Many households keep vitamins despite Pan Pharmaceuticals recall**

Only half of Australians who keep vitamins and other over the counter medicines have returned or thrown away the products in the wake of the Pan Pharmaceuticals crisis, but many believe the problems are common across the therapeutic drugs industry.

Research conducted by Crosby|Textor found less than one in two households used therapeutic products.

Of those who do use the goods, 12% had returned or disposed of all such products and 25% had returned or thrown out the Pan Pharmaceuticals products affected by the recall.

54% had kept them all or were still taking vitamins and other products.

While almost half of the respondents thought the contamination scare was isolated to Pan Pharmaceuticals (46%) a third of Australians believe the problems extend across the industry (33%).

When asked about specific brand names of therapeutic products involved in the recall, most people did not know or could not say whether they were affected.

The nationwide research was conducted over the weekend.

#### **For further information contact:**

**Fleur Bitcon**  
**Communications Director**  
**Crosby|Textor**

**03 9671 4890**  
**0412 211152**

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**INTERVIEW SCHEDULE**

**Have you read, seen or heard anything in the last week about the Pan Pharmaceutical crisis involving a significant recall of therapeutic products from all around Australia**

Yes, have read, seen or heard of crisis.....97%  
No, have not read, seen or heard of crisis .....3%

**How would you personally rate the job the Therapeutics Goods Administration is doing in informing people like you of the products affected by, or recalled, as a result of the Pan Pharmaceutical crisis. Do you think the T.G.A is doing a very good job, a fairly good job, a fairly poor job, or a very poor job?**

Very good job .....25%  
Fairly good job .....54%  
Fairly poor job .....8%  
Very poor job .....8%  
Don't know / no  
opinion.....6%

**As a result of what you have read, seen or heard about the Pan Pharmaceutical crisis, which one of the following statements best describes what you have done with any therapeutic products that may have been affected or recalled?**

You have thrown out or returned all of your therapeutic products, .....5%  
You have thrown out or returned only those that you  
know for sure have been affected or recalled, ..... 11%  
You have thrown out or returned both those you know have  
been affected or recalled AND those you think or guess may  
have been affected or recalled, .....4%  
You have not thrown out or returned any of your therapeutic goods, ... 14%  
You are continuing to use your therapeutic goods,..... 10%  
You have no such products in your  
household.....57%



**Do you think it is more likely that the problems and practices experienced at Pan Pharmaceutical are common across therapeutic goods and drugs manufacturers in general, or do you think it is more likely that these problems and practices are isolated to Pan Pharmaceuticals alone?**

Common across therapeutic goods and drug manufacturers.....33%  
 Isolated to Pan Pharmaceuticals alone.....46%  
 Don't know /  
 Unsure.....20%

**Some health products and brands have been affected by the Pan Pharmaceuticals product recall, while some health products and brands have not been affected. Remembering this, I'm now going to read out some well known brands and products and I want you to tell me whether you associate each with an image of being very safe, somewhat safe, somewhat risky, or very risky, if you don't know just say so.**

	Very safe	Somewhat safe	Neither safe nor risky	Somewhat risky	Very risky	Don't know/can't say
Essential Nutrients .. Biotech	4%	11%	3%	12%	5%	64%
Pharmaceuticals.....	4%	8%	4%	14%	7%	62%
Bio-Organics.....	5%	12%	4%	13%	11%	54%
Wyld for Women.....	2%	6%	5%	12%	7%	68%
Nature's Own.....	5%	15%	4%	22%	19%	35%
Cenovis.....	6%	14%	5%	18%	14%	43%
Amcal.....	13%	19%	7%	7%	3%	51%
Vita Life.....	7%	10%	7%	10%	6%	60%
Panadol .....	48%	32%	1%	4%	1%	13%
Sudafed .....	29%	29%	6%	5%	2%	29%
Asprin .....	36%	29%	3%	5%	1%	26%
Herron.....	42%	29%	4%	5%	1%	19%
Berocca .....	29%	23%	6%	5%	1%	36%
Neurofen.....	33%	26%	5%	5%	2%	29%