

X/procure signs Pharmachem, re-launches Canova

Canova, the immune response modifier is back in South Africa and is now being marketed and distributed by Pharmachem Pharmaceuticals. To spread the word to pharmacists and ultimately consumers, manufacturer Pharmachem has signed with X/procure to heighten awareness through its pharmacy network.



Fuad Bhayat of Pharmachem says " We chose to partner with X/procure based on the system's unique advertising platforms which effectively promote the Canova campaign to over 1000 pharmacies nationally ensure that the brand remains on top of mind amongst pharmacists."

For an intense two-month period, Pharmachem has elected to utilise X/procure's screensaver and banner ads to communicate the Canova returning to market. Andrew Solomon, X/procure's national sales manager comments "The directness with which the messaging engages our pharmacy network will ensure the brand hits the market, and subsequently the consumers, in a big way."

Keeping the brand in mind

X/procure's advertising platforms, appearing on the PC screens of pharmacists, pharmacy assistants and front shop staff will act as a regular reminder of the brand, and is designed to prompt pharmacists and support staff to recommend it to relevant customers.

"We're confident that our campaign will play a great part in Canova regaining its market share and gaining new users. Over the two month period, we will also reinforce to our pharmacists that there are distinct differences between Canova and its competitors," adds Solomon.

Canova is claimed to be effective in the treatment of immune compromised and auto immune conditions. 75 000 to 80 000 consumers used Canova every month. Internationally patented with a formulation of 17 active ingredients, the formula is designed to work by specifically on activating white blood cells. Canova is reputed to be the only patented immune response modifier of its kind, with 15 internationally published clinical studies proving its effect on the immune system.

X/procure DNA

X/procure's ever increasing national footprint enables more than 63% of SA pharmacies which utilise electronic procurement software, to purchase scheduled and OTC pharmaceutical, surgical and front shop requirements directly from wholesalers and distributors. X/procure facilitates electronic advertising directly to the pharmacist, allowing advertisers the unique opportunity to present and promote their products at the time the buying and ordering decisions are made.

For further information visit www.xprocure.com.

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