

**PT Hisamitsu Pharma Indonesia collaborating with the First Inspirational Salonpas® Brand Ambassador - Nadine Chandrawinata , supporting the future young generation’s productivity and creativity through healthy lifestyle using its Long-seller Patch Product, Salonpas® Patch.**

*Nadine Chandrawinata represents Salonpas® Patch users’ characters who have many aspirations, dynamic, care for social environment and never give up on reaching their best achievement.*



**Salonpas Press Conference Speakers (Left to Right) :** Rivan Wijaya(Director Consumer Insight - Nielsen Indonesia), Nadine Chandrawinata (Inspirational Brand Ambassador Salonpas), KATO Hirofumi (President Director PT Hisamitsu Pharma Indonesia), Lidyawati Auw (General Manager Marketing Department PT Hisamitsu Pharma Indonesia)

**Jakarta, 1st September 2018** – In Salonpas Press Conference conducted at Shangrila Hotel Jakarta, PT Hisamitsu Pharma Indonesia proudly presents Nadine Chandrawinata, as the first Brand Ambassador for Salonpas® Patch in Indonesia. Nadine was chosen based on her active - dynamic personality, and showing her passion in contributing to environment and social situation, enjoying healthy life style and always enthusiastic on reaching her aspiration and passion. It is believed that Nadine’s personality is suitable to help the company expanding its long-seller product, Salonpas® Patch: the World’s NO. 1 Brand in OTC Topical Analgesic Patch Category<sup>1</sup> to the young generation and create a productive Indonesian society which is able to be stay on positive creativity and healthy lifestyle in order to achieve their aspiration.

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<sup>1</sup> Salonpas® has been acknowledge as the World’s No.1 Brand of OTC topical analgesics in patch category by Euromonitor International

“The commitment to improve the Quality of Life (QOL) around the world has been Hisamitsu mission since the company was established in 1847. In Indonesia, supporting the best effort of each individual who wants to achieve their aspiration has been PT Hisamitsu Pharma Indonesia priority to be able to support and help every individual by overcome their pain and soreness which easily occur while giving out their effort to achieve the best performance, or in order to live a healthy life in a safe and convenient way. Our main product, Salonpas® Patch, has been the most trusted and loved product which is widely used worldwide.” said **KATO, Hirofumi, President Director of PT Hisamitsu Pharma Indonesia**.

Salonpas® Patch effectiveness can be experienced by its users because of its *Transdermal Drug Delivery System (TDDS)* that has been the main fundamental technology of Hisamitsu in formulating their products. With TDDS technology, as soon as Salonpas® Patch is attached to the skin, the active ingredients will penetrate directly through the epidermis layer and circulated to the source of pain. This system is able to retain the active ingredients to stay in the blood longer than other oral or injection form.

Other advantages of TDDS are the ability to mitigate gastrointestinal side effect when drug is being taken orally, or for patients who suffer from swallowing problem, and also diminish the side effect caused by active ingredient’s metabolism in the heart and epidermis skin layer once the patch is detached from the skin.

Refers to the survey conducted by Nielsen in 11 main cities in Indonesia,<sup>2</sup> 67% of younger generation age 20 to 29 years old are mainly first jobbers coming from middle class. With a different way of thinking compared to their successor, they build themselves as the individuals that give their best to reach their dreams while keep being health conscious, enjoying life, always look attractive and have the awareness to contribute to the society in between their busy daily life and give attention to the family matters.



**(Left to Right).** KATO, Hirofumi, President Director of PT Hisamitsu Pharma Indonesia presenting Brand Ambassador Certificate to Nadine Chandrawinata as the 1<sup>st</sup> Inspirational Salonpas® Patch Brand Ambassador.

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<sup>2</sup> Nielsen Consumer Media View Survey Q2 2015 vs Q2 2018 in 11 cities – Jakarta, Bandung, Surabaya, Semarang, Surakarta, Medan, Palembang, Denpasar, Makassar, Banjarmasin.



As the **Brand Ambassador of Salonpas® Patch**, **Nadine Chandrawinata** mentioned that, "It has been an honor for being able to be the ambassador for one of the most legendary brand in the world. Salonpas® Patch has philosophy that aligned with my vision, passion and commitment in order to create a better life from time to time with enthusiasm, determination, *passion, and care about others*. *As becoming part of Salonpas®*, I will have more chances to share my spirit and optimism in reaching our dreams to all younger generation in Indonesia"

The decision to expand Salonpas® Patch users segmentation not only in order to expanding the market but also as part of PT Hisamitsu Pharma Indonesia showing empathy in every positive actions taken to achieve a better life and achievements reflected by younger generation in Indonesia, without leaving the main consumer of Salonpas® Patch itself.