



Market release
17 August 2017

AFT Pharmaceutical's supports Commerce Commission recommendations

The Commerce Commission has recommended that AFT Pharmaceuticals make changes to the packaging and marketing of the company's *Maxiclear* range so that consumers are better informed when purchasing healthcare products.

The Commission yesterday expressed concerns that *Maxiclear Cold & Nasal Relief* and *Maxiclear Hayfever & Sinus Relief* have the same active ingredients but are marketed for different symptoms. The Commission expressed a similar concern in respect of *Maxiclear Cold & Flu Relief* and *Maxiclear Sinus & Pain Relief*.

AFT Managing Director, Dr Hartley Atkinson, says that he understands the Commission's concerns and says that AFT has worked with the Commission on resolving the issue. AFT has agreed to combine the packaging of these products to avoid any confusion for customers and these changes will be phased in on a timeline agreed with Commission.

Dr Atkinson notes that having products with the same active ingredients marketed differently has been consumer driven rather than profit driven. "I can't speak for other drug companies, but for AFT, our packaging differences have not been about charging more for the same ingredients. Our *Maxiclear* products are priced the same at a wholesale level, so for us this has not been about trying to 'up-sell' people to what is essentially the same product."

"Rather it's been driven by customer convenience. So if you're standing in a pharmacy looking for a product to help with hayfever, then there will be a *Maxiclear* product option available to you that can help with your hayfever. That's better than you having to go off and search elsewhere in the store for a product with those particular ingredients."

"That said, the absolute last thing we want is to have consumers misled or unclear, so we're happy to amend the packaging to address the concerns raised by the Commission."

[End of release]

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