

# JOHNSON & JOHNSON THAILAND PROVIDES HOLISTIC DIABETES CARE



JOHNSON & JOHNSON THAILAND PROVIDES HOLISTIC DIABETES CARE SOLUTIONS WITH NEW IN-STORE PROGRAM AT FASCINO TO MARK WORLD DIABETES DAY

Johnson & Johnson (Thailand) Limited marked World Diabetes Day this month by launching a new in-store holistic diabetes care program at FASCINO, one of the leading pharmacy chains operating in Thailand. The program aims to provide access to diabetes management information and solutions at a specialized location within each of the 43 outlets of the FASCINO network across the country.

In Thailand, around 6.5 Million people have Diabetes and the prevalence is likely to increase by 10% every year. The initiative covers all aspects of self-care through a unique in-store set-up including oral health, skin care, and foot care that play an important role in daily management of the condition in addition to blood sugar monitoring and taking medicines consistently.

Mr. Neeraj Goyal, Marketing Director of Johnson & Johnson (Thailand) Limited said “Johnson & Johnson is committed towards health and wellness of consumer & patient in Thailand and it is continuously addressing the well-being of people in Thailand. Diabetes was identified as one of the disease areas where more support could be provided at a retail level to consumers and patients.”

“Johnson & Johnson has a strong legacy and expertise in diabetes care and FASCINO is one of the most reputable pharmacies in Thailand with a widespread network. Through this initiative we shall be reaching out to a large number of people across the country to educate them on the disease state and also provide solutions to enable holistic management of their health and wellness associated with diabetes outside of medical and hospital care. These include our consumer range of products from Aveeno for skincare to Listerine for oral hygiene as well as blood glucose monitoring meters and solutions for pain management, provided through a unique in-store display for easy access and certain long term measures like smoking cessation.”

Pharmacist Chaisen Pisanwaler, Managing Director, Profascino, Co, LTD said “the community pharmacy can play a key role in helping to improve the quality of life of those impacted by diabetes. We are proud to have introduced this one-of-a kind initiative at a retail level that addresses an important healthcare need for Thai people through a well-selected range of products and their related educational materials for holistic diabetes care. The initiative has been well-received by consumers across FASCINO stores and we are looking forward to working together with Johnson & Johnson on other such programs in the near future”.