

# MEDIA NET

## OMNi-BiOTiC® Again No. 1-OTC Brand of the Year

The Graz-based family-owned company Institut Allergosan was once again honored at this year's Inspirato Pharma Marketing Award in Bonn and achieved a top ranking at the IQVIA Awards ceremony in Vienna, which was held at the same time.



GRAZ/BONN/VIENNA. Last Monday, 18 June, the Inspirato Pharma Marketing Award was presented for the sixth time at the Pharma Marketing Industry meeting in Bonn. The award recognizes the most successful OTC companies, brands and new launches of the year. The Institute Allergosan was delighted to win the "OTC Brand of the Year" category for its Omni-Biotic brand – and for the second time in a row; there was also a second place in the category "OTC Companies of the Year". The Inspirato Pharma Marketing Award is based on the company's revenue growth in 2017 and figures from market research firm Insight Health; the results of an online pharmacist survey are also taken into account in the evaluation. The final winners were selected by a jury consisting of industry representatives, agencies, consulting and trade.

The award is at the same time proof that the research and production of medically relevant, indication-specific synbiotics plays an increasingly important role.

"The ecosystem in our gut is so complex that we also need different solutions for different diseases," says Anita Frauwallner, founder and director of the Institute Allergosan. "With our research, we are setting new standards in the field of microbiome research and product development." "The secret behind Omni-Biotic's success," the company says, "is the passion to develop products that set new standards in quality and also not only treat symptoms, but also get to the bottom of the causes of the disease. This creates those synbiotics that have a noticeable effect on the user and thus trigger enthusiasm even among the practitioner."

A "Victor" for the best at the same time was held in the premises of the 25hours Hotel in Vienna the Iqvia Awards event. The Pharma Excellence Award "Victor" was presented for the first time here by Iqvia, a leading global information provider for human data science. The analysis was based on an evaluation in the categories "market share", "growth", "focus market", "innovation" and "brand and product diversity". "In addition to our award for the OTC brand of the year in Germany, we were also able to achieve a top ranking in Austria at the new Iqvia Pharma Excellence Award," says Mag. Frauwallner. "This confirms our chosen path, that the highest quality and innovation-oriented research work are gaining ground on the market."

\*This article was translated from German to English

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