

AQUA[®] MARIS

Market

The market for seawater-based respiratory tract health preparations is relatively young worldwide: it forms part of the significant "flu, colds and allergies" market segment of consumer health products. The first Aqua Maris preparation, a nasal spray containing the essence of the Adriatic Sea, was first introduced in Croatia in 1999.

In the first half of 2008, this market segment in Croatia grew further, stimulated by promotion of the Aqua Maris brand. Due to increasing environmental pollution and, consequently, a significant increase in respiratory tract diseases, Aqua Maris will become an indispensable part of the daily healthcare rituals of everyone who cares about their health.

Achievements

Aqua Maris successfully continues to sustain the health of its users in 22 countries (380 million inhabitants), having a leading position in the regions of South-East Europe and the CIS, and showing growth potential in Central European countries and elsewhere. Aqua Maris preparations have won two international awards at innovation fairs: the INPEX award (Pittsburgh, USA, 1999) and EUREKA (Brussels, 2000).

Aqua Maris is the leader of its product type in Croatia, Bosnia and Herzegovina, Macedonia, Russia, the Ukraine and Kazakhstan, and is increasing sales trends in other markets too. Thanks to its efficacy and the recommendations of health professionals convinced of its quality, Aqua Maris continues to gain increased awareness amongst consumers each year and now enjoys a high level of brand recognition, both in Croatia and abroad.



History

The idea of using seawater for healing, especially respiratory tract diseases, has existed since ancient times. Greek physicians and philosophers used to claim that the sea cures all kinds of disease, while Galen was the first to recommend that people suffering from respiratory problems should inhale spray from the sea breaking onto coastal rocks.

Thalassotherapy, the method of healing by using the sea, has a long tradition on the Adriatic coast, and our renowned thalassotherapy centres attracted large numbers of European aristocrats in the 18th and 19th century. It is well known that places such as Opatija were visited for health reasons by many famous personalities, including the empress Maria Anna, wife of Ferdinand I, and the legendary Sissi, wife of the emperor Franz Joseph I.

Following this tradition, the pharmaceutical company Jadran Galenic Laboratory from Rijeka launched the first product in the Aqua Maris range in 1999, first in Croatia, and then in the neighbouring countries of the former Yugoslavia. Due to the product's recognised quality and potential, a more significant international breakthrough quickly followed. As a result, Aqua Maris has had a firm presence in Russia since 2001, establishing its position across the whole CIS region.

In 2004, Aqua Maris was certified as fully compliant with the ISO standards for medical products by the relevant EU commission. In the same year, Aqua Maris was launched on the Hungarian market, and then one year later on the Polish market too. In 2009 it is

expected to expand in the region of Central Europe, where today it already has a presence in seven countries.

Product

Aqua Maris is a completely natural product that has since its beginnings always insisted on this very quality, while improving and modernising its system of application. Aqua Maris nasal spray, the first product in the range, is aimed at helping overcome colds and allergic rhinitis, and for moisturising the nose while staying in a dry environment. It can also be used as part of the daily health ritual, with the aim of washing out bacteria, viruses, allergens and other impurities that enter the respiratory tract through the nose and damage the person's health. This product is equipped with the latest applicator that prevents contact of the solution with the outer environment, enabling the product to remain sterile during usage without the addition of preservatives.

The next products launched in Croatia were Aqua Maris baby, in the form of nasal drops for babies, and Aqua Maris nasal ointment, which helps restore nasal skin damaged by constant wiping when sneezing and sniffing. These new Aqua Maris products have also been very well received by consumers, and their sales are constantly increasing.

In 2008, the product range was boosted with newly designed packaging and a new advertising campaign, which resulted in further significant sales growth.

Pročišćava i vlaži sluznicu
nosa na prirodan način

AQUA MARIS

UDAHNITE
MORE

Sprej za nos AQUA MARIS
preporučujemo:

- kod prehlade i zacepljenog nosa
- djeci i odraslima za svakodnevnu nosnu higijenu
- osobama koje borave u klimatiziranim prostorijama i prostorijama s centralnim grijanjem
- svima koji imaju problema sa suhom sluznicom nosa i dišnih putova (npr. starije osobe, pušači).

AQUA MARIS DOBITNIK JE ZLATNE
MEDALJE INPEX XV • PITTSBURGH-USA

JGL

"JADRAN" - Galenski laboratorij d.d., Rijeka • Marketing: 051/546-385 • www.jgl.hr



Recent Developments

Since 2008, Aqua Maris throat spray, containing carefully processed seawater as a remedy for chronic throat problems, has also been available in Croatia. Gargling seawater has been known about in Croatian coastal regions since ancient times, and thanks to this preparation, the solution from the sea is now available right through the year.

2008 is also proving to be a year of international strengthening of the Aqua Maris brand strategy, with its launch in Romania, Bulgaria, Czech Republic, and Slovakia.

Promotion

Marketing communication of the Aqua Maris brand has since the very beginning been aimed in two directions: towards health professionals, whose expert opinion is very important in the field of consumer health products, and towards end-users.

When promoting the product to health professionals, pharmacists, otorhinolaryngology specialists and paediatricians, scientific proofs were mainly used, since the Aqua Maris products have been proven in clinical tests on more than 500 people. Brand awareness among health professionals was raised by medical representatives delivering oral presentations, by presence on significant specialist conferences, and by advertising in specialist magazines. Particular attention was given to visibility at point-of-sale and referral locations through cardboard displays and posters in public health departments and pharmacy windows.

End users were first introduced to the concept of a seawater-based preparation through the media (TV and press in the introduction phase; outdoor and radio later on), because this segment was relatively unknown. After that, by systematically repeating visual imagery based on the power of the sea wave, as well as the name and the slogan "Breathe in the sea", Aqua Maris systematically built up greater awareness and recognisability of the brand. In addition to classic media, Aqua Maris also used product placement, activities designed particularly with the aim of creating publicity, and sponsoring sporting events.



Aqua Maris pays particular attention to good customer relations, and has organised numerous phone-in shows on popular Croatian radio stations. Customers can also put questions to the Jadran Galenic Laboratory's telephone advice centre, or through the company's website.

Positive experiences with Aqua Maris have resulted in great publicity, including recommendations by renowned magazines and by doctors who write for various scientific journals.

Brand Values

Aqua Maris pursues the principle of clean nature and the healing powers of the Adriatic Sea, and is inseparably connected to the tradition of thalassotherapy and the Mediterranean spirit of the area. Aqua Maris represents faith in the healing power of the sea, which it brings to our homes throughout the year.

At the same time, Aqua Maris is the product of a strictly controlled pharmaceutical quality, supported by numerous clinical studies and the positive opinions of many experts from the fields of otorhinolaryngology and paediatrics.

www.aqua-maris.com

THINGS YOU DIDN'T KNOW ABOUT...

Aqua Maris

- › Aqua Maris contains seawater from the Adriatic Sea, which the famous oceanographer Jacques Cousteau once characterised as the cleanest in the world.
- › The human nose daily produces 180 cm³ of mucus, which illustrates the importance of using Aqua Maris to moisturise the nose.
- › The Aqua Maris logo uses the colours of Croatia's flag, as the symbol of an original Croatian brand.
- › Clinical tests with school-aged children showed that Aqua Maris nasal spray, when used daily, reduces the likelihood of catching cold or flu.
- › According to independent research carried out in 2007 by the *Adria Zeitung* newspaper on tourists from German-speaking countries, Aqua Maris was rated a high-quality Croatian brand.

