

MEDIA RELEASE

Burnaid Nationwide Publicity Program Launches

Australian consumers directed to pharmacies for Burnaid first aid solutions

Sydney 21 October 2008 – The publicity campaign for the Burnaid range of sterile gel impregnated burn dressings, sachets and gel tubes was confirmed for national media today. The campaign opened with the October media launch of the Bi-National Burns Register – a community project supported the Julian Burton Burns Trust and its corporate supporter, Burnaid. Publicity relating to burn injury prevention and the Burnaid range will roll out to national and metropolitan media over a six month campaign.

The ongoing publicity campaign will target Australia's media for beauty, home, health and lifestyle sections and publications. Target media will receive the Burnaid first aid kit, as well information on the correct way to treat burns.

The company's national program aims to educate Australians about the correct way to treat burn injuries and to prevent and prepare for any mishaps. Managing Director of Rye Pharmaceuticals, developer of Burnaid, John Price said some misconceptions still existed about the appropriate first aid treatment of burns. "If cold water is available, you should cool a burn under the water for at least 20 minutes," said John. "Burnaid can then be applied for ongoing pain relief and infection control. However, sometimes cold water is not readily available and in such instances Burnaid should be applied immediately. Burnaid is essentially water trapped in a gel but is much more effective in providing ongoing pain relief and preventing infection. It can also be easily accessed and conveniently transported."

He said despite burns being one of the three most common injuries suffered by Australians each year, most people do not think they will get burned. "Like many situations, a lot of people do not think it will happen to them and do not have the appropriate first aid treatment on hand," said John. "We are encouraging people to add Burnaid to their shopping list and keep it in their first aid kit or bathroom cabinet. If they educated in how to treat a burn and have the proper first aid on hand, they are prepared in the event of a burn injury."

Currently Burnaid Gel, Burnaid Burn Dressings and the Burnaid Kitchen First Aid Kit are available in select pharmacies nationwide in the tubes, sachets and dressings perfect for easy use.



- Burnaid Gel 25g tube From \$6.95
- Burnaid Gel 10 pack (of 3.5g sachets) \$8.20
- Burnaid Dressing 10cm x 10cm \$4.95
- Burnaid Burn Kit (1 x Burnaid Dressing 10cm x 10cm plus 5 x Burnaid Gel 3.5g sachets)\$11.95

For more information about Burnaid visit www.burnaid.com. **Burnaid is proud to support the Julian Burton Burns Trust.**

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About Burnaid

For more than 25 years Rye Pharmaceuticals has been researching, developing and distributing premium-quality first aid and skin care products. Rye Pharmaceutical's Burnaid range consists of sterile, gel-impregnated burn dressings and sachets, tubes of gel and spray, for the immediate first aid treatment of burns. Burnaid offers the patient rapid and ongoing pain relief, cools the burn helping to prevent further tissue damage and aid the healing process. www.burnaid.com

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