

**SUMMARY OF ADVERTISEMENT APPLICATIONS OF THE ADVERTISEMENT CONTROL DIVISION
FOR PRESENTATION AT THE FDRC MEETING OF JULY HELD 30TH JULY, 2015.**

NEW APPLICATIONS: 68

REVALIDATION: 0

TOTAL: 68

**MRS. S. J. ONABAJO
(AC)**

ADVERTISEMENT CONTROL DIVISION.

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S/N	NAME OF PRODUCT	NAME AND ADDRESS OF APPLICANT	NAFDAC REG. NO	MEDIA SOUGHT	MESSAGE	ADMIN. APPROVAL	DIRECT ORATE	SUB-FDRC	FDRC
1.	Daily Delight Instant Cereal 450g Sachet Pgs. 1-6	Flour Mills Of Nig Plc, Golden Penny Place, Wharf Road, Apapa, Lagos.	08-0815	TV X 2 Radio x 2 Press x 1 O-O-H x 1	Daily Delight... Nourishing your kids growing minds and bodies		R	R	
2.	Goldberg Lager Beer (60cl Glass Bottle) Pgs, 7-10	Nigerian Breweries Plc, 1, Abebe Village Road, Iganmu, Lagos.	A1-5609	Radio x 1 O-O-H X 3	Correct man. Correct beer	Admin.	R	R	
3.	Three Crowns Instant Filled Milk Powder (380g Sachet & 14g Sachet) Pgs. 11-16	Friesland Campina Wamco Nig Plc, Plot 7b, Acme Road, Ikeja, Lagos.	01-1033	TV X 1	Three crowns Milk... healthy mums, happy families	Admin.	R	R	
4	Olympic Instant Filled Milk Powder (16g & 300g Sachet)	Nutricima Ltd, 45/47, Town Planning Way, Ilupeju, Lagos.	01-8409 A1-4100	TV x 1 Radio x 3 O-O-H x 1	Olympic Milk... healthy Choice	Admin.	R	R	

	and Olympic Filled Evaporated Milk (160g Tin) Pgs. 17-22								
5.	Grand Pure Soya Oil Pg. 23	Grand Cereals Ltd, Km 17, Zawan Roundabout, Jos, Plateau.	01-3466	Radio x 1	Enjoy the best of Ramadan with Grand Pure Soya Oil	Admin.	R	R	
6.	Grand Pure Soya Oil Pg. 24	Grand Cereals Ltd, Km 17, Zawan Roundabout, Jos, Plateau.	01-3466	Radio x 1	Cooking with Grand Pure Soya Oil at Sah'hur and Breaking Fast		R	R	
7.	Hollandia Evaporated Milk Pgs. 25-27	Chi Limited, 14, Chivita Avenue, Ajao Estate, Ikeja, Lagos.	01-7346	TV X 1	Hollandia Evaporated Milk... Life		R	R	
8.	Coca-cola Coke (50cl PET Bottle) Pgs. 28-42	Nigeria Bottling Company Plc, Iddo House, Iddo, Lagos.	01-6519	TV X 1 Radio x 2 Press x 2 O-O-H x 4	Billion reasons to believe...#I am A Reason	Admin.	R	R	
9.	Coca-cola Coke (50cl PET Bottle) Pg. 43	Nigeria Bottling Company Plc, Iddo House, Iddo, Lagos.	01-6519	O-O-H X 1	Billion reasons to believe...#I am A Reason	Admin.	R	R	
10.	Commodore Original Aromatic Schnapps(75cl Glass Bottle)	Intercontinental Distillers Ltd, Plot 2, NO 3, Ladipo Oluwole Street, Off Oba	B1-2413	Radio x 3	Commodore Aromatic Schnapps... jolliment wey no get equal!	Admin.	R	R	

	Pgs. 44-46	Akran Avenue, Ikeja, Lagos.							
11.	Power Oil (140ml Sachet) Pgs. 47-48	Raffles Oil LFTZ Enterprise, Lagos Free Zone, 168, Itoke Village, Ibeju Lekki Area, Lagos.	B1-7913	O-O-H X 2	Power Oil... now only N50 Healthy oil for a healthy family	Admin.	R	R	
12.	Malta Guinness Non-Alcoholic Malt Drink (33cl Glass Bottle) Pgs. 49-52	Guinness Nig Plc, 24, Oba Akran Avenue, Ikeja, Lagos.	01-0168	Radio x 3 O-O-H x 1	Enjoy all the goodness of the season. Ramadan Kareem. Malta Guinness... fueling the rise of naija	Admin.	R	R	
13.	Carlo Rossi Sweet Red Wine (750ml Glass Bottle) Pg. 53	Blue Arrow TSW Ltd, Km 24, Lekki-Epe Expressway, Berger Busstop, Aja, Lagos	C1-3015	O-O-H X 1	Carlo Rossi smooth and deliciously sweet	Admin.	R	R	
14.	Carlo Rossi Sweet Red Wine (750ml Glass Bottle) Pgs. 54-54	Blue Arrow TSW Ltd, Km 24, Lekki-Epe Expressway, Berger Busstop, Aja, Lagos	C1-3015	TV X 1	Try new Carlo Rossi sweet Red... because you have got it	Admin.	R	R	
15	Ovaltine Malted Food Drink (400g Sachet) Pgs. 56-57	Twinings Ovaltine Nig Ltd, 34, Ologun Agbaje Street, Victoria Island, Lagos	01-1434	Radio x 1	Rich in malt! Rich in taste! Rich in happiness! Ovaltine		R	R	

16.	McDowell's No.1 Reserve Whisky (750ml Glass Bottle) Pg. 58	Bintrop Nig Ltd, 28, Issa Williams Street, 1 st Floor, Lagos Island, Lagos.	01-6146	O-O-H X 1	Now introducing two 60ml free on purchase of this pack. McDowell's NO.1, Reserve whisky	Admin	R	R	
17.	Gino Double Concentrated Tomato Paste (70g, 210g & 800g Sachet and Pouch) Pgs. 59-65	Sosaco Nig Ltd, Plot 3, Alpha Plaza, CBD, Obafemi Awolowo Way, Alausa- Ikeja, Lagos.	C1-0580 01-7775	TV X 1	Gino truly cares	Admin.	R	R	
18.	Power Horse Energy Drink (250ml Can) Pgs. 66-67	Charvet Nig Ltd, Plot 7, Block H, Oshodi-Apapa Expressway, Oshodi, Lagos.	01-6204	TV X 1	Power Horse, free your energy... be your best	Admin.	R	R	
19.	Maggi Seasoning (400G Sachet) Pg.68	Nestle Nig Plc, 22/24, Industrial Avenue, Ilupeju, Lagos.	01-4303	Press x 1	Maggi. Good home cooking that stands the test of time	Admin.	R	R	
20.	Lucozade Boost (500ml PET Bottle) Pgs. 69-73	GlaxoSmithKline Consumer Plc, 1, Industrial Avenue, Ilupeju, Lagos.	01-1305 A1-9754	O-O-H X 5	Shopping till you drop?, stressed at work?, Hectic Traffic?, Jet lagged?, Reading all night?, get yourself a boost		R	R	
21.	Benny Powdered	Davita Trading Ltd,	01-5611	TV X 1	Benny Powdered	Admin.	R	R	

	Chicken Stock (16g Sachet) Pgs. 74-76			Radio x 1	Stock... mom's special night				
22.	Nestle Golden Morn (Millet & Maize 450g & 500g Sachet) Pgs. 77-79	Nestle Nig Plc, 22/24, Industrial Avenue, Ilupeju, Lagos	B1-7544 01-0675	O-O-H X 3	Start everyday with a golden Morn'ing	Admin.	R	R	
23.	Julius Tonic Wine (75cl & 37.5cl Glass Bottle) Pg. 80	Euro Global Foods & Distilleries Ltd, Plot 9-14, OSHC Industrial Estate, Idi-Iroko, Ogun.	01-3466	Press x 1	It's a great new world and Julius takes you there. Julius Tonic Wine... oh what a drink		R	R	
24.	Pampers Baby Dry Diapers (Maxi Size 4) Pg. 81	Procter & Gamble Nig Ltd, Plot C 22/I Anioma Road, Agbara Industrial Estate, Agbara, Lagos.	03-0508	Radio x 1	New Pampers, driest diaper now with stretchy side, try it today	Admin.	R	R	
25.	Amdicor Tablets (Amlodipine Besilate 5mg/10mg) Pg 82	Neros Pharma Ltd, 1, Canal Avenue, Okota, Lagos.	A4-3746 A4-7297	Medical Journal x 1	Amdicor... controls B.P round the clock		R	R	
26.	Meko Brand Inhaler (Menthol 504mg, Camphor 119mg & Methylsalicylate 19mg)	Neros Pharma Ltd, 1, Canal Avenue, Off Cele B/Stop, Okota, Isolo, Lagos.	04-5673	Medical Journal X 1	Mekobrand inhaler... your solution to Nasal Congestion		R	R	

	Pg. 83								
27.	W8 Lost Powder (3.3g Sachet) (Green tea, Guarana, Mate, Green Coffee Extracts...) Pg. 84	Havilah Innovations Ltd, 11, Sheteolu Street, Off Campbell Street, Lagos.	A7-1616	O-O-H X 1	W8 Lost Powder	Admin.	R	R	
28.	La Wash Intimate Hygiene (100ml) Pgs 85-88	Greenlife Pharma Ltd, 2, Bank Lane, Off Town Planning Way, Ilupeju, Lagos.	02-8646	TV X 1 Radio x 1 Press x 1	... La Wash intimate hygiene... keep it clean and free of odour		R	R	
29.	Dettol Anti- Bacteria Original Soap (175g) Pg. 89	Reckitt Benckiser Nig Ltd, 12, Montgomery Road, Yaba, Lagos.	02-3465	O-O-H X 1	Introducing the 175g Family Pack for ₦200	Admin.	R	R	
30.	Dettol Range of Products Pgs. 90-91	Reckitt Benckiser Nig Ltd, 12, Montgomery Road, Yaba, Lagos.	02-3465 02-3464 02-4311	TV X 1	Buy Dettol family soap for just ₦200 and save N50	Admin.	R	R	
31.	Dettol Range of Products Pgs. 92-96	Reckitt Benckiser Nig Ltd, 12, Montgomery Road, Yaba, Lagos.	02-6942 03-1640 04-2487 02-3485 02-7477	TV X 1	Dettol worry less, love more	Admin.	R	R	
32.	Always Ultra Thin Long Sanitary Pad (16pcs/Pack)	Procter & Gamble Nig Ltd, First Commercial Road, Oluyole	03-0634	TV X 1 O-O-H X 1 Online x 1	Buy 2packs in Always value & save 100 save ₦100	Admin.	R	R	

	Pgs 97-98	Estate, Ring Road, Ibadan, Oyo.							
33.	Golden Penny Spread (250g Plastic Container) Pgs. 99-105	Golden Penny Foods/ Flour Mills. 1, Golden Penny Place, Wharf Road, Apapa, Lagos.	08-0889	TV X 1 Radio x 1 Press x 1 O-O-H x 1	Don't change your bread; change what you spread on it. Golden Penny. The home of good food.		R	R	
34.	Bien Flavoured Drink (Apple & Peach 50cl PET Bottle) Pg. 106	Pharma-Deko Plc, Plot C, 15/3, Agbara Industrial Estate, Agbara, Ogun.	01-3896 01-3897	O-O-H x 1	Bien Flavoured Drinks... enjoy the refreshing taste of fruity flavours	Admin.	R	R	
35.	Ace Passion Apple Sparkling Alcoholic Drink (33cl Glass Bottle) Pgs. 107-109	Nigerian Breweries Plc, 1, Abebe Village Road, Iganmu, Lagos.	08-1535 08-1536	Radio x 1 Press x 1 O-O-H X 1	Change Your game... passion awakened contains alcohol	Admin.	R	R	
36.	Jago D' Lite Instant Filled Milk Powder (15g Sachet) Pg. 110	Sosaco Nig Ltd, Plot3, Alpha Plaza, CBD, Obafemi Awolowo Way, Alausa, Ikeja, Lagos.	B1-1305	Radio x 1	Jago d' lite milk powder, continue to the next level	Admin.	R	R	
37.	Knorr Chicken Cubes & Knorr Cubes (8g Cubes x 400g Sachet) Pgs. 111-125	Unilever Nig Plc, Agbara Industrial Estate, Agbara, Ogun.	01-0485 01-0631	Radio x 6 TV X 2 O-O-H x 2	"Up to 3x meatier flavor" "Taste the knorr difference" "Taste the knorr	Admin.	R	R	

					<p>difference with up to 3times meatier flavor"</p> <p>"Knorr chicken cubes, made with real chicken"</p> <p>"Superwoman by day, superwoman by night- Yoruba, Pidgin & English"</p> <p>"Knorr iron fortification Announcer Yoruba, Pidgin & English"</p>				
38.	<p>Devon King's Refined Olein (100ml & 5L Plastic Container) Pgs. 126-131</p>	<p>PZ Wilmar Foods Ltd, 45/47, Town Planning Way, Ilupeju, Lagos.</p>	<p>B1-7531 08-0888</p>	<p>TV X 6</p>	<p>If you need a good cooking oil for N50, then it is King's cooking oil in the 100ml pack you need. Cook jollof rice for six people. King of value</p>		<p>R</p>	<p>R</p>	
39.	<p>Ribena Range of Products Pgs. 132-139</p>	<p>GlaxoSmithKline Consumer Nig Plc, Igbesa Road, Agbara, Ogun.</p>	<p>B1-7248 08-0161 A1-8506 A1-8506 01-0902 B1-1025 08-0093</p>	<p>TV X 1</p>	<p>Ribena... bursting with Vitamin C goodness</p>	<p>Admin.</p>	<p>R</p>	<p>R</p>	

40.	Lord's Dry Gin (75cl Glass Bottle) Pgs. 140-143	Grand Oak Ltd, 2b, Adewunmi Industrial Estate, Oregun, Ikeja, Lagos.	01-0166	Press x 2 O-O-H X 1 Radio x 1	2015 Lord of the city awards... brought to you by Lord's Gin. The City needs Lords... for distinguish ladies and gentlemen.		R	R	
41.	Cowbell Chocolate Flavour Sweetened Instant Filled Milk (550g Sachet & Tin) Pgs. 144-158	Promasidor Nig Ltd, 3a/b, Cowbell Way, Isolo, Lagos.	01-3686 01-4233	TV X 1 Radio x 1 O-O-H X 2	Cowbell Choco... get up and go. Great new taste, great new look		R	R	
42.	Blue Lagoon Blended Dry Gin (85ml PET Bottle) Pgs. 159-160	Euro Global Food and Distilleries Ltd, Plot 9-14, OSHC Industrial Estate, Idi-Iroko, Ogun.	08-1526	Press x 1 O-O-H X 1	Blue Lagoon... good for pocket, good for you		R	R	
43.	Guinness Foreign Extra Stout (325ml Glass Bottle) Pgs. 161-167	Guinness Nig Plc, 24, Oba Akran Avenue, Ikeja, Lagos.	01-0691	O-O-H X 7 Online x 1	Guinness made of more	Admin.	R	R	
44.	Guinness Foreign Extra Stout (325ml Glass Bottle) Pgs. 168-178	Guinness Nig Plc, 24, Oba Akran Avenue, Ikeja, Lagos.	01-0691	TV X 1 O-O-H X 1 Online x 1	Win every goal, every game. Airtime plus ₦ 2,000,000 every weekend	Admin.	R	R	
45.	Guinness Foreign	Guinness Nig Plc,	01-0691	TV X 1	Guinness made of	Admin.	R	R	

	Extra Stout (325ml Glass Bottle) Pgs. 179-182	24, Oba Akran Avenue, Ikeja, Lagos.			more				
46.	Peak Full Cream Unsweetened Evaporated Milk (170g Tin) Pgs. 183-184	Friesland Campina Wamco Nig Plc, Plot 7b, Acme Road, Ikeja, Lagos.	01-0276	O-O-H X 2	Peak 60 th Anniversary Promo... everybody is a winner	Admin.	R	R	
47.	Peak Full Cream Unsweetened Evaporated Milk (170g Tin) Pgs. 185-186	Friesland Campina Wamco Nig Plc, Plot 7b, Acme Road, Ikeja, Lagos.	01-0276	Radio x 2	Peak 60 th Anniversary reach for millions promo	Admin.	R	R	
48.	Peak Full Cream Unsweetened Evaporated Milk (170g Tin) Pgs. 187-189	Friesland Campina Wamco Nig Plc, Plot 7b, Acme Road, Ikeja, Lagos.	01-0276	Radio x 3	Peak 60 th Anniversary Promo... Peak is in you	Admin.	R	R	
49.	Peak Full Cream Unsweetened Evaporated Milk (170g Tin) Pg. 190	Friesland Campina Wamco Nig Plc, Plot 7b, Acme Road, Ikeja, Lagos.	01-0276	Radio x 1	Peak 60 th Anniversary Promo... Peak is in you	Admin.	R	R	
50.	Peak Full Cream Unsweetened Evaporated Milk (170g Tin) Pgs. 191-203	Friesland Campina Wamco Nig Plc, Plot 7b, Acme Road, Ikeja, Lagos.	01-0276	TV X 1	Peak 60 th Anniversary reach for millions promo	Admin.	R	R	
51.	Peak Full Cream	Friesland Campina	01-0276	O-O-H X	Peak 60 th Anniversary	Admin.	R	R	

	Unsweetened Evaporated Milk (170g Tin) Pg. 204	Wamco Nig Plc, Plot 7b, Acme Road, Ikeja, Lagos.		1	promo.... Get ready for millions				
52.	Peak Full Cream Unsweetened Evaporated Milk (170g Tin) Pgs. 205-207	Friesland Campina Wamco Nig Plc, Plot 7b, Acme Road, Ikeja, Lagos.	01-0276	Radio x 3	The future is bright... peak is in you.	Admin.	R	R	
53.	Indomie Instant Noodles (Chicken Flavour 120g Sachet) Pg. 208	De-United Foods Industries Ltd, 44, Eric Moore Road, Surulere, Lagos.	01-0877	Radio x 1	Indomie. Tasty Nutrition. Good for you.	Admin.	R	R	
54.	Synflorix Vaccine (1UG Pneumococcal Polysaccharride For Serotypes 1.6, 6B, 7F & 23F/0.5ML, 3UG For Serotypes 4) Pgs. 209-210	GlaxoSmithKline Pharma Nig Ltd, 1, Industrial Avenue, Ilupeju, Lagos.	A6-0126	Medical Journal x 1	Millions of healthier children. That's what we're working for. That's our more		R	R	
55.	Ranferon-12 Capsules (Zinc Sulphate 5mg, Folic Acid 0.75mg, Ascorbic Acid 75mg) &	Ranbaxy Nig Ltd, Plot 5, Block K, Apapa-Oshodi Expressway, Isolo, Lagos.	04-0869 04-0511	Medical Journal x 1	Ranferon-12 Syrup & Capsules... blood builder for the family		R	R	

	Ranferon-12 Syrup (Ferric Ammonium Citrate 200mg, Vit B12, 5mcg, Folic Acid 0.5mg/15ml) Pg. 211								
56.	Luter Tablets (Artemether 40mg, Lumefrantrine 240mg) Pg. 212	Phamatex Nig Ltd, 17, Simpson Street, Ebute-Metta East, Lagos.	B4-1903	O-O-H X 1	With Luter, Malaria is in big trouble	Admin.	R	R	
57.	Luter Tablets (Artemether 40mg, Lumefrantrine 240mg) Pgs. 213-215	Phamatex Nig Ltd, 17, Simpson Street, Ebute-Metta East, Lagos.	B4-1903	Radio X 2	Luter... anti Malaria tablet Luter na two-way attack medicine wey dey treat malaria fast	Admin.	R	R	
58	Moods Condoms (Coloured & Ultra Thin) Pgs. 216	Jawa International Ltd, Jawa House Compound, Plot 6, Abimbola Way, Isolo, Lagos.	03-1247 03-1246	Radio x 1	Moods Condoms... your time, your place, your moods		R	R	
59.	Grand Pure Soya Oil Pgs. 217-219	Grand Cereals Ltd, Km 17, Zawan Roundabout, Jos, Plateau.	01-3466	Radio x 2	Grand Pure Soya Oil... heart friendly oil you've always known			R	

60.	Honeywell Noodles (Chicken & Onions Flavour 70g Sachet) Pgs. 220-221	Honeywell Flour Mills, Plot YABB, Mobolaji Johnson Avenue, Alausa, Ikeja, Lagos.	A1-8672 A1-8670	Radio x 3	Honeywell Noodles... the extra advantage promo	Admin.		R	
61.	Dangote Instant Noodles (70g Sachet Chicken Flavour) Pgs.222-224	Dangote Pasta Ltd, NPA Lighter Terminal, Ebute Ikorodu, Lagos.	A1-5615	Radio x 2 O-O-H x 1	Dangote Instant Noodles... win big, pop the code promo	Admin.		R	
62.	Nutricima Coast Full Cream Evaporated Milk(Rich, Thick & Creamy 160g Tin) Pg. 225	Nutricima Ltd, 45/47, Town Planning Way, Ilupeju, Lagos.	01-8407	O-O-H x 1	Share the goodness of Rich, Thick & Creamy Coast Milk			R	
63.	Paradana Tablets Pg. 226	Dana Drugs Ltd, Plot 9, Block A, Amuwo Odofin Industrial Estate, Apapa Oshodi Expressway, Ijesha, Lagos.	04-0975	SMS X 2	"Use Paradana, brand of paracetamol for effective relief of aches, pains & fever" "why cope with pains, aches & fever? Get effective relief with Paradana. Brand of paracetamol			R	
64.	Coartem Tablets (Artemether 80mg,	Novartis Pharma Scientific Office, 387, Agege Motor	B4-0262	O-O-H x 1	Coartem 80/480... concentrated power to treat Malaria	Admin		R	

	Lumefantrine 480mg) Pg.227	Road, Mushin, Lagos.							
65.	Duodart Capsules (Dutasteride 0.5mg, Tamsulosin Hcl 0.4mg) Pgs. 228-229	GlaxoSmithKline Pharm. Nig Ltd, 1, Industrial Avenue, Ilupeju, Lagos.	B4- 3532L	Medical Journal x 1	Duodart... a single step forward in BPH management			R	
66.	Dibinorm Tablets (Metformin 500mg) Pg. 230	Unique Pharma Ltd, 11, Fatai Atere Way, Matori, Mushin, Lagos.	04-3334	Medical Journal x 1	First line Choice for Obese Diabetics			R	
67.	Hero Superior Quality Premium Lager Beer (60cl Glass Bottle) Pgs. 231-235	Intafact Beverages Ltd, 36, Glover Road, Ikoyi, Lagos.	B1-4679	Radio x 2 O-O-H X 3	"Hero Lager, enjoy rich satisfying taste" "Set standards. Be the Hero" "Take bold steps. Be the Hero" "Go beyond borders. Be the Hero			R	
68.	Nunu Instant Filled Milk Powder Pgs. 236-239	Nutricima Limited, 45/47, Town Planning Way, Ilupeju, Lagos.	01-7287	Radio x 2 O-O-H X 2	" A new look of Nunu milk. Fortified with vitamins..." "Nunu Instant Filled Milk Powder. For strong bones & sharp mind			R	