

**SUMMARY OF ADVERTISEMENT APPLICATIONS OF THE ADVERTISEMENT CONTROL DIVISION FOR  
PRESENTATION AT THE FDRC MEETING OF 25<sup>TH</sup> JUNE, 2015.**

**NEW APPLICATIONS: 43**

**REVALIDATION: 0**

**TOTAL: 43**

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

**ADVERTISEMENT CONTROL DIVISION.****LIST OF ADVERTISEMENT APPLICATIONS FOR PRESENTATION AT FDRC MEETING OF 25<sup>TH</sup> JUNE, 2015.****NEW APPLICATIONS: 44****REVALIDATION: 0****TOTAL: 44**

<b>S/ N</b>	<b>NAME OF PRODUCT</b>	<b>NAME AND ADDRESS OF APPLICANT</b>	<b>NAFDAC REG. NO</b>	<b>MEDIA SOUGHT</b>	<b>MESSAGE</b>	<b>ADMIN. APPROVA L</b>	<b>DIRECT ORATE</b>	<b>SUB- FDRC</b>	<b>FDRC</b>
1.	Power Bitters Spirit Drink 18.75cl Pet Bottle. Pgs. 1-2	Euro Global Foods & Distilleries Ltd, Plot No. 9-14, OSHC Industrial Estate, Idi-Iroko, Ota, Ogun State.	08-1527	Print x 1 O-O-H X 1	Power Bitters Spirit Drink... Power to Enjoy.		R	R	
2.	Chelsea London Dry Gin (75cl Glass Bottle) Pg. 3	Intercontinental Distillers Ltd, 3, Ladipo Oluwole Street, Ikeja, Lagos.	01-1456	Press x 1	Democracy thrives on the spirit of Choice.	Admin.	R	R	
3.	Cadbury Bournvita (500g Jar) Pgs. 4-7	Cadbury Nig Plc, Lateef Jakande Road, Agidingbi, Lagos.	B1-0487	Radio x 3 O-O-H x 1	Bournvita Ramadan 2015 Campaign Promo.	Admin.	R	R	

4.	Milo Breakfast Cereal 320g Hardboard Pack (320g) Pgs. 8-9	Nestle Nigeria Plc, 22-24, Industrial Avenue, Ilupeju, Lagos	B1-2157	TV x 1	Nestle Milo Crunchy Cereal to give your kids a good start for the day.	Admin.	R	R	
5.	Real instant full cream milk powder 400g sachet. Pg. 10	Chellarams Plc, 110-114, Oshodi-Apapa Expressway, Isolo, Lagos	A1-0871	O-O-H	Enjoy our real deal promo, hurry! More value for your money. Offer is only for a limited time while stock last.	Admin.	R	R	
6.	Amatem Forte Capsules (Artemether 80mg, Lumefantrine 480mg), Amatem Capsules (Artemether 20mg, Lumefantrine 120mg), Amatem Tablets (Artemether	Elbe Pharma Nig Ltd, 1, Muritala Muhammed International Airport Road, Ajao Estate, Lagos.	B4-0952 B4-0953 A4-1888 A4-1887	TV X 1 Radio x 1	Amatem, say no to Malaria, yes to life.		R	R	

	<p>20mg Lumefantrine 120mg) &amp; Amatem Suspension 60ml (Artemether + Lumefantrine 15mg, 90g per 5ml). Pgs. 11-13</p>								
7.	<p>Neros-Omega Capsule. (Fish Oil 1000mg Equv. to Docosahexanoic Acid (DHA) 120mg &amp; Eicosapentanoic Acid (EPH) 180mg. Pg. 14</p>	<p>Neros Pharma Ltd, 1, Canal Avenue Okota, Lagos.</p>	A4-8033	<p>Medical Journal x 1</p>	<p>Neros-Omega... Good for your body.</p>		R	R	

8.	<b>Ferrotogen Capsule 3x10 (Ferrous Fumarate 45mg, Folic Acid 0.12mg, Vit B1 0-12mg, Vit Bi05mg, Nicotinamide 5mg). Pgs. 15-17</b>	<b>Bond Chemical Industrial Ltd, Adesakin Layout, Awe, Oyo State.</b>	<b>04-6487</b>	<b>Radio x1 O-O-H X 1</b>	<b>Ferrotogen... a tonic for generations.</b>		<b>R</b>	<b>R</b>	
9.	<b>Glytrol Tablets (10x10's) (Gliclazide BP 80mg). Pg. 18</b>	<b>Unique Pharma Ltd, Km. 38, Abeokuta Road, Sango Otta, Ogun State.</b>	<b>04-3326</b>	<b>Medical journal x 1</b>	<b>Glytrol... restores the first phase insulin secretion.</b>		<b>R</b>	<b>R</b>	
10.	<b>Glimefil tablets (2x15's) (glibenclamide 5mg, metformin</b>	<b>Unique pharma ltd, 11, Fatai Atere Way, Mushin, Lagos.</b>	<b>A4-5154</b>	<b>Medical journal x 1</b>	<b>Glimefil... presenting convenience, compliance &amp; control.</b>		<b>R</b>	<b>R</b>	

	500mg) Pg. 19								
11.	Panadol Children Suspension (Strawberry Flavour) X 60ml. (Paracetamol 120mg/5ml) Pgs. 20-26	GlaxoSmithKline Nigeria Plc, Igbesa Road, Agbara, Ogun State.	B4-2276	TV x 1 Radio x 1	Panadol... fast and effective relief from pain and fever.		R	R	
12.	Nidd Tablets (10 X 10's) (Glibenclamide 5mg) Pg. 27	Unique Pharmaceutical Ltd, 1, Fatai Atere Way Matori, Mushin, Lagos.	04-6679	Medical journal x 1	Nidd... control over diabetes is in your hands.		R	R	
13.	Betafil 50 &100 tablets (atenolol 50mg & 100 mg) (2 x 14's) pg. 28	Unique Pharmaceutical Ltd, 1, Fatai Atere Way Matori, Mushin, Lagos.	04-8111 04-8110	Medical journal x 1	Betafil... in the management of hypertension, myocardial ischemia & myocardial infarction.		R	R	

14.	<b>Gestid Plus</b> <b>(Calcium carbonate 125mg, sodium bicarbonate 125mg, dried aluminium hydroxide 100mg, magnesium hydroxide 100mg), Gestid chewable tablet (dried aluminium hydroxide 300mg, magnesium trisilicate 500mg, magnesium</b>	<b>Ranbaxy pharmaceuticals, 24, Abimbola Street, Isolo, Lagos</b>	<b>04-2185</b>	<b>TV X 1 Radio x 2 Medical Journal X 1</b>	<b>Gestid, the trusted all in one formula. Helps against acidity/heartburn/Dyspepsia/flatulence.</b>		<b>R</b>	<b>R</b>	
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	<p>hydroxide 25mg,  simethicone  10mg)and Gestid  Suspension  (dried aluminum  hydroxide  4.74ml,  magnesium  hydroxide  100mg,  activated  polymethylsiloxan  e 125mg/5ml)  Pgs. 29-32</p>								
15.	<p>King Tonic 200ml  (Ferrous  Fumerate  45.539mg, Thiami  ne Hcl 3.5mg,  Riboflavin</p>	<p>SKG Pharm, Ltd, 7/9,  Sapara Street, Ikeja,  Lagos.</p>	04-2326	Radio x 1	<p>King Tonic go help  make your body dey  kampe.</p>		R	R	



	1mg,Pyridoxine Hcl 2mg, Nicotinamide 15mg) Pg. 33								
16.	Amcinol Paste (5g) Triamcinolone Acetonide 0.1% 10/10. Pg. 34	Neros Pharma Ltd, 1, Canal Avenue,Okota,Lagos.	A4-4695	Medical Journal x 1	Amcinol Paste... provides relief in ulcer of oral mucosa.		R	R	
17.	Kampe Powder (Acetylsalicylic Acid 800mg, Caffeine 30mg). Pg. 35-36	Bond Chemical Ind.Ltd, Adesakin Layout, Ave, Oyo State	04-7630	Radio x 1	When knocked down with headache, menstrual pain, cold or fever, it is time to use Kampe.		R	R	
18.	Mimglobin Liquid, MIM Drops, MIM Tonic & MIM Capsules	Adler Products Limited, 32, Oduyemi Street, Ikeja, Lagos.	04-0312 A4-8988 04-5942	O-O-H X 1 Print X 1	MIM...nurturing family bond.		R	R	

	(Multivitamin, Iron & Mineral). Pg. 37								
19.	Lux Beauty Soap (Velvet Touch) 75g & 125g & Lux Beauty Soap (Soft Touch) 125g. Pgs. 39-44	Unilever Nigeria Plc,Rc 113,Agbara Industrial Estate,Agbara, Ogun State.	02-8789 02-8790	TV X1 O-O-H X 2	Lux... ignite the spark with irresistibly soft fragrant skin. Just a little Lux ignite the spark. New Lux irresistible soft skin alluring fine fragrances.		R	R	
20.	Commodore Aromatic Schnapps 75cl Glass Bottle. Pg. 45	Intercontinental Distillers Ltd, Plot 3, No. 2, Ladipo Oluwole Street, Off Oba Akran Avenue, Ikeja, Lagos	B1-2413	Radio x 1	Commodore Aromatic Schnapps... Taking Enjoyment To Another Level.	Admin.	R	R	

21.	<p><b>Emzor</b>  <b>Paracetamol</b>  <b>Tablets 8x12</b>  <b>(Paracetamol</b>  <b>500mg),</b>  <b>Lokmal Junior</b>  <b>Tablets 2x6</b>  <b>(artemether</b>  <b>20mg,</b>  <b>lumefantrine</b>  <b>120mg),</b>  <b>Emzolyn</b>  <b>Expectorant x</b>  <b>100ml</b>  <b>(diphenhydramine</b>  <b>Hcl 14mg,</b>  <b>ammonium</b>  <b>chloride 135mg,</b>  <b>sodium citrate</b>  <b>57mg &amp; menthol</b></p>	<p><b>Emzor Pharmaceutical</b>  <b>Industries Limited,</b>  <b>3c, Block a, Aswani</b>  <b>Market Road, Isolo,</b>  <b>Lagos.</b></p>	<p><b>04-0411</b>  <b>04-4053</b>  <b>04-0266</b>  <b>043230</b>  <b>04-4053</b></p>	<p><b>O-O-H X</b>  <b>1</b></p>	<p><b>Emzor...spreading</b>  <b>wellness around</b>  <b>Africa.</b>  <b>Bringing you Emzor</b>  <b>wellocracy.</b></p>		<p><b>R</b></p>	<p><b>R</b></p>	
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	<p>1.1mg/5ml), Em-vit. C Tablets x 100 (ascorbic acid 100mg), Zolat Suspension x 20ml (albendazole 100mg/5ml). Pgs. 46-47</p>								
22.	<p>Top Tea Round Tea Bags (Top Tea Ginger, Lemon &amp; Lime Flavours) Pgs. 48-68</p>	<p>Promasidor Nig Ltd, 3A &amp; B, Cowbell Way, Isolo, Lagos.</p>	<p>01-1286 B1-1551 B1-1550</p>	<p>TV X 2 Radio x 3</p>	<p>Top Tea... big bags of flavour</p>			R	
23.	<p>Royco Cubes (4g x 100) Pg. 69</p>	<p>Unilever Nig Plc, 1, Billings Way, Oregun, Ikeja, Lagos.</p>	<p>01-0647</p>	<p>Radio x 1</p>	<p>Royco call to prayer for Ramadan</p>	Admin.		R	

24.	Ajinomoto (Super Umami Seasoning 10g, 21g, 40g, 82g, & 100g) Sachet Pgs. 70-73	West Africa Seasoning Co. Ltd, 37, Creek Road, Apapa, Lagos.	01-0298 B1-3041	TV x 1	Come back, best family time (Hausa)	Admin.		R	
25.	5Alive Apple Splash, Pineapple Punch, Cappy Orange, Berry Blast, Citrus Burst and 5Alive Cappy Cocopine (1L) Pgs. 74-85	Nigerian Bottling Company Plc, Iddo House, Iddo, Lagos.	01-7067 01-7072 A1-7328 01-5717 01-5715	TV x 1 Radio x 2	5Alive... made with nature			R	
26.	Gino Double Concentrated Tomato Paste (210g Sachet) Pg. 86	Sosaco Nig Ltd, Plot 3, Alpha Plaza, Alausa, Ikeja, Lagos.	C1-0580	O-O-H X 1	Mum Knows Best... Gino Truly Cares	Admin.		R	

27.	Squadron Blended Dark Rum (70cl Glass Bottle) Pg. 87	Intercontinental Distillers Ltd, Km 11, Ota-Idiroko Road, Ota, Ogun State	01-1452	Radio x 1	Squadron Dark Blended Rum... a taste of freedom	Admin.		R	
28.	Ace Roots African Herbs & Spirit Mixed Drink (60cl Glass Bottle) Pgs. 88-92	Nigerian Breweries Plc, I, Abebe Village Road, Iganmu, Lagos.	08-1770	Radio x 4 O-O-H x 1	Ace Roots. Your roots. Low sugar, true African herbs, 6% alcohol	Admin.		R	
29.	Relcer Gel (Aluminium Hydroxide gel, Magnesium Hydroxide Paste, Simethicone, Deglycyorhinated Liqiorice 400mg)	Glenmark Pharm Nig Ltd, Metal House, Plot 6, Cocoa Industrial Road, Industrial Layout, Ogba, Ikeja, Lagos.	04-6991 A4-0696	Radio x 2	Relcer gel di complete antacid			R	

	<b>Pgs. 93-94</b>								
30.	Coatal Forte 80/480, Coatal 20/120, Coatal 20/120 Granules & Coatal Powder for Oral Suspension 240/1440 Per 60ml (Artemether, Lumefantrine) Pg. 95	Geneith Pharm Ltd, 12, Adewale Crescent, Off Ewenla Street, Oshodi - Apapa Expressway, Oshodi, Lagos.	A4-1371 A4-1178 A4-1372 A4-9157	Medical Journal x 1	Coatal... win the Malaria war			R	
31.	Sunlight Dishwashing Liquid (Lemon 250ml & 475ml) Pgs 96-100	Unilever Nig Plc, 1, Billings way, Oregun, Ikeja, Lagos.	02-8184 02-8185	TV X 1 Radio x 2 O-O-H x 1	"Fast Oil stain removal in 1 wipe" "One wipe" "Announcer"			R	

32.	<b>Pepsodent Cavity Fighter Toothpaste (140g) Pgs 101-103</b>	<b>Unilever Nig Plc, 1, Billings way, Oregun, Ikeja, Lagos.</b>	<b>02-6802</b>	<b>TV X 1</b>	<b>A Smile changes everything</b>	<b>Admin.</b>		<b>R</b>	
33.	<b>Colgate Maximum Cavity Protection, Colgate Maxfresh Coolmint Fluoride &amp; Colgate Fluoride Herbal Toothpaste (100ml) Pgs. 104-108</b>	<b>Fareast Mercantile Company Ltd, 721, Adetokunbo Ademola Street, Victoria Island Lagos.</b>	<b>02-8764 02-8754 02-8759</b>	<b>Radio x 5</b>	<b>Trust Colgate for strong, healthy teeth</b>	<b>Admin.</b>		<b>R</b>	



34.	<b>Biobetic Capsules</b> <b>(Alpha Lipoic acid,</b> <b>Methylcobalamin,</b> <b>Multivitamin &amp; Mineral)</b> <b>Pg. 109</b>	<b>Biofem Specialties Ltd,</b> <b>16, Eleruwa Street,</b> <b>Ikeja, Lagos.</b>	<b>B4-0657</b>	<b>Medical Journal x 1</b>	<b>Stay wealthy in health, choose Biobetic</b>			<b>R</b>	
35.	<b>Camosunate Junior Tablets</b> <b>1x 6's,</b> <b>Camosunate Paediatric Powder 1 x 6s,</b> <b>Camosunate Children Powder 6 Sachet,</b> <b>Camosunate Adult Tablets 1 x 6</b> <b>(Amodiaouine,</b>	<b>Geneith Pharma Ltd,</b> <b>14A, Oshodi -Apapa Expressway,</b> <b>Oshodi, Lagos.</b>	<b>04-7848</b> <b>04-7907</b> <b>04-7908</b> <b>04-7886</b>	<b>TV X 1</b> <b>Radio x 3</b>	<b>Camosunate... effective anti-malarial for all</b>			<b>R</b>	

	<b>Artesunate)</b> <b>Pgs. 110-114</b>								
<b>36.</b>	<b>Rotarix Vaccine(Rota Virus) Oral Suspension (1 dose/ 1.5ml)</b> <b>Pg. 115</b>	<b>GlaxoSmithKline Pharm. Ltd,</b> <b>1, Industrial Avenue,</b> <b>Ilupeju, Lagos.</b>	<b>A6-0136</b>	<b>Medical Journal x 1</b>	<b>Rotarix... broad protection against rotavirus</b>			<b>R</b>	
<b>37.</b>	<b>Linex Capsules (Lactobaccilus, Bifidobactenum Infantis, Enterococcus Faecium)</b> <b>Pg. 116</b>	<b>Taylek Drugs Co. Ltd,</b> <b>Plot 8, Block M,</b> <b>Abimbola Street, Isolo,</b> <b>Lagos.</b>	<b>A4-5128</b>	<b>O-O-H X 1</b>	<b>Linex... a natural way to tend stormy tummies</b>			<b>R</b>	

38.	<p><b>Emzor</b>  <b>Paractamol</b>  <b>Tablet(Paraceta</b>  <b>mol 500ml), Em-</b>  <b>Vit C Tablet</b>  <b>(Ascorbic Acid</b>  <b>100mg), Emzolyn</b>  <b>Expectorant,</b>  <b>Lokmal Junior</b>  <b>Tablet</b>  <b>(Artemether</b>  <b>20mg,</b>  <b>Lumefantrine</b>  <b>120mg)</b>  <b>Pg. 117</b></p>	<p><b>Emzor Pharm Ind. Ltd</b>  <b>Plot 3C, Aswani Road,</b>  <b>Oshodi Apapa Express</b>  <b>way, Isolo, Lagos.</b></p>	<p><b>04-0411</b>  <b>04-4053</b>  <b>04-0266</b>  <b>04-4053</b>  <b>04-3230</b></p>	<p><b>TV X 1</b></p>	<p><b>Emzor... Experience</b>  <b>unlimited wellness</b></p>			<p><b>R</b></p>	
39.	<p><b>Emcap</b>  <b>Suspension</b>  <b>(Paracetamol</b>  <b>120ml/5ml)</b></p>	<p><b>Emzor Pharm Ind. Ltd</b>  <b>Plot 3C, Aswani Road,</b>  <b>Oshodi Apapa Express</b>  <b>way, Isolo, Lagos.</b></p>	<p><b>04-7339</b></p>	<p><b>Radio x 1</b></p>	<p><b>Emcap Suspension is</b>  <b>pecially formulated</b>  <b>for children with a</b>  <b>pleasant flavor.</b></p>			<p><b>R</b></p>	

	Pg 118								
40.	Chi Fit & Smart (Apple, Orange and Pineapple Milk Drink 200ml Tetrapak) Pg. 119	Chi Limited, 14, Chivita Avenue, Ajao Estate, Lagos.	B1-6697 B1-6698 B1-6699	O-O-H X 1	Fuel for fun... Chi Fit & Smart Fruit Milk Drink			R	
41.	Onga Cube & Chicken Seasoning (50 X 4G Sachet) and Onga Stew Chicken & Classic Seasoning (6g Sachet) Pgs. 120-128	Promasidor Nig Ltd, 3A & B, Cowbell Way, Isolo, Lagos.	B1-9178 B1-9176 01-6831 01-6830	TV X 1 Radio x 4 Press x 1 O-O-H x 1	Onga... great meals guaranteed Onga Cubes, enjoy the same blend of flavor and aroma in your cooking. Available in Onga Cube and Onga Chicken flavours			R	

42.	Sunlight Dish wash Powder to Paste Mix Original (30g) Pg.129-130	Unilever Nig Plc, 1, Billings way, Oregun, Ikeja, Lagos.	02-8994	Radio x 2	Di double double sunlight washing plate powder to paste mix, na madam sharp sharp eye correct choice			R	
43.	Dewluk Drinking Water(75cl Bottle) Pg. 131	Civility Nig Ltd, 50, 4 <sup>th</sup> Avenue, Gwarinpa Estate, Abuja.	A1-5943	Press x 1 O-O-H X 1	Enjoy a refreshing DEWLUK			R	