



Neurobion Forte celebrates Nerve Health Awareness Week with the launch of 'Feel Life' campaign

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National, <Day>, May XX 2022: Neurobion Forte, India's No 1 Doctor recommended Nerve Care brand in India, announced the launch of its new 'Feel Life' campaign commemorating Nerve Health Awareness Week highlighting the importance of identifying the early signs of nerve damage to enable timely diagnosis.

Last year, P&G Health commissioned the 'P&G Nerve Health Survey' by Heal Health & Hansa Research to gauge awareness levels and perceptions around nerve health amongst the population. The objective was to understand the existing awareness levels related to Nerve Health. The survey findings indicated a lack of awareness on Nerve Health, with nerve damage symptoms mistakenly dismissed by consumers as muscular or blood circulation related issues¹.

'**Neurobion Forte Feel Life**' campaign is inspired by the symptoms felt by those with nerve damage symptoms, shedding light on how those with the condition are not able to feel the same joy and delight when going about routine activities, negatively impacting their ability to get things done and consequentially their emotional wellbeing

"Our campaign film seeks to inform consumers on how there is more to life than numbness, tingling, and burning sensations in the hands and feet (which can be symptoms of nerve damage) reinforcing how timely diagnosis can help make one 'Feel Life' again and help embrace the simple joys that come with it. The campaign also includes #Feellifechallenge, a social experience activity with influencers on social media channels wherein the public will be invited to partake in the challenge by dunking their hands in a bowl of ice water for a short period of time before trying to do one of their favourite daily activities. By experiencing the effects of numbness and tingling, the aim is to understand first-hand how the symptoms of nerve damage can impact one's quality of life and encourage them to seek timely treatment," shared **Vijay Pampana, Marketing Director, P&G Health India.**

With a host of digital and on-ground activities, the campaign aims to raise public awareness on Nerve Health towards early identification and timely treatment leveraging P&G Health's network of experts for scientific discussions, diagnostic workshops, Nerve Talk shows and on-ground nerve health camps with the purple ribbon as a visual marker.

"At P&G Health, we have always been committed to efforts on increasing awareness on the importance of nerve health. Nerve Health Awareness Week is a key platform for the entire ecosystem to come together and discuss the condition so that the community is more informed and able to take mitigative steps. We encourage everyone to don the purple ribbon with us as we commemorate this important week for better collective health," commented **Milind Thatte, Managing Director, P&G Health India.**

The campaign film can be viewed here – [Link to YouTube video](#)

Source:

[*Nerve Health Survey 2021](#)

Registered Office :

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About Neurobion

Neurobion is a B vitamin which contains a combination of neurotropic B vitamins. Neurotropic B vitamins are a mixture of vitamins that exert their benefits on the health of the nervous system. Neurobion, "the nerve care" expert brand of P&G Health, is well established and trusted by doctors around the world. It was first registered in Austria in 1962 and is now the world leader in vitamin B combination products.

About Procter & Gamble Health Limited:

Procter & Gamble Health Limited is one of India's largest VMS companies manufacturing and marketing vitamins, minerals, and supplements products for a healthy lifestyle and improved quality of life, including Neurobion, Livogen, SevenSeas, Evion, Polybion and Nasivion. Please visit www.pghealthindia.com for the latest news and information about Procter & Gamble Health Limited and its brands.

About Procter & Gamble:

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Ambi Pur®, Ariel®, Gillette®, Head & Shoulders®, Olay®, Oral-B®, Pampers®, Pantene®, Tide®, Vicks®, and Whisper®. The P&G operates in approximately 70 countries worldwide.

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