



RU-21 shows business benefits in staff attendance

Over 10 million working days are lost every year in the UK through the effects of alcohol, costing the economy £2.8bn, according to a recent survey by Reed, but there may be a solution at hand.

OzMO Ltd, a Cheshire-based CD and DVD distributor, has started giving its staff a product called RU-21.

RU-21 is a new dietary supplement for users of alcohol and it has been made available on request to more than fifty OzMO employees. One tablet can be taken with a single alcoholic beverage at the time of consumption and it is supposed to counteract the effects of hangovers.

"We have always encouraged our team to drink responsibly and we have found that RU-21 fits hand in hand with this, enabling them to be fit and ready for work every day."

The UK launch has been supported by a massive advertising and PR campaign which has achieved full-page media coverage in the tabloids and broadsheets. RU-21 has been featured everywhere from items on UK television news to on-air discussions with BBC Radio One DJs Chris Moyles and Scott Mills.

Ouzman continues: "A couple of the team recommended RU-21 after seeing the media coverage. They bought some of the pills from Boots and found they helped. If we find RU-21 makes a difference, then we're happy to supply it on an ongoing basis."

RU-21 managing director, Derry Kenneally, is delighted to supply OzMO as he explains: "We're pleased that the feedback from OzMO has been so favourable and happy to be involved with this new initiative. We hope that RU-21 can make its own unique contribution to the continued OzMO business success story."

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