

Sorento receives 3 nominations at Global Awards

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Mumbai, Maharashtra, November 12, 2008 /[India PRwire](#)/ -- Three entries from Sorento Healthcare India have been short-listed among the finalists at Global Awards 2008. The Globals is an arm of the New York Festivals, and awards the finest communication in healthcare – from across the world. The final judging rounds will be held shortly and the entries are now competing for the Global and the Grand Global Award.

Since the past four years, Sorento has been consistently winning at this platform. In fact this year, Sorento's tally is the highest among Indian healthcare agencies participating in the awards.

The Finalist entries short listed for the awards are as follows.

- 1. Piramal Healthcare's skin-lightening cream Melalite 15:** Subtly done, it shows a very fair face of a woman with just one dark spot on the nose. On closer inspection one realises it's the original skin colour, beneath the nose stud commonly worn by Indian woman.
- 2. Wockhardt Oncology's initiative for World Cancer Day:** The poster shows a baby pacifier (the one that's put in the mouth). But instead of a mouthpiece, it is attached to a lighted cigarette. A stark and simple message egging people to give children a smoke-free childhood.
- 3. Wockhardt's Friends of Vitiligo:** A poster was created to promote the website [friendsofvitiligo.com](#). Vitiligo is a disease marked by white patches on skin. The poster showed a black keyboard with random buttons in white. All about finding friends on line.

Notes to Editor

About Sorento Healthcare Communications:

Sorento Healthcare is one of the leading healthcare agency in India started a decade ago, with expertise in the specialized area of Healthcare communications addressing the needs of Pharmaceutical, OTC and Social Marketing Healthcare clients. The agency today has most of the reputed MNC and Indian healthcare clients in its roster, serviced by a 48 member team with senior team members individually having more than average 15years experience in this domain specific communication area. The agency is led by Susan Josi and Sangeeta Barde as Managing Partners. To strengthen its presence in the OTC healthcare field the agency is in an alliance with Nicholas Hall and Co. UK, and represent them as a local partner in India. The agency has always believed in communicating science in the most alluring and interesting manner and as a proof to its creative leadership in this field, the agency has won GLOBAL AWARDS for some outstanding communication. www.sorentohealth.com

About The Global Awards:

*The Global Awards are recognized as the only awards dedicated to excellence in healthcare communications on an international basis. **The** mission of The Global Awards is to lift the perception of creativity above clever headlines and smart design, and to explore the feelings and emotions transmitted between a message's creator and its recipient. The intellectual and emotional achievement of communication transcends the barriers of distance, language and culture. The Global Awards honor this profound connection. www.theglobalawards.com*

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