



# Japan Federation of Self-Medication Industries

OTC MEDICINES SUPPORT  
YOUR SELF-MEDICATION IN ANYTIME



## Japan Federation of Self-Medication Industries

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Through the promotion of health literacy on OTC medicines,  
JFSMI drives the implementation of Self-Medication,  
and extension of healthy life expectancy.

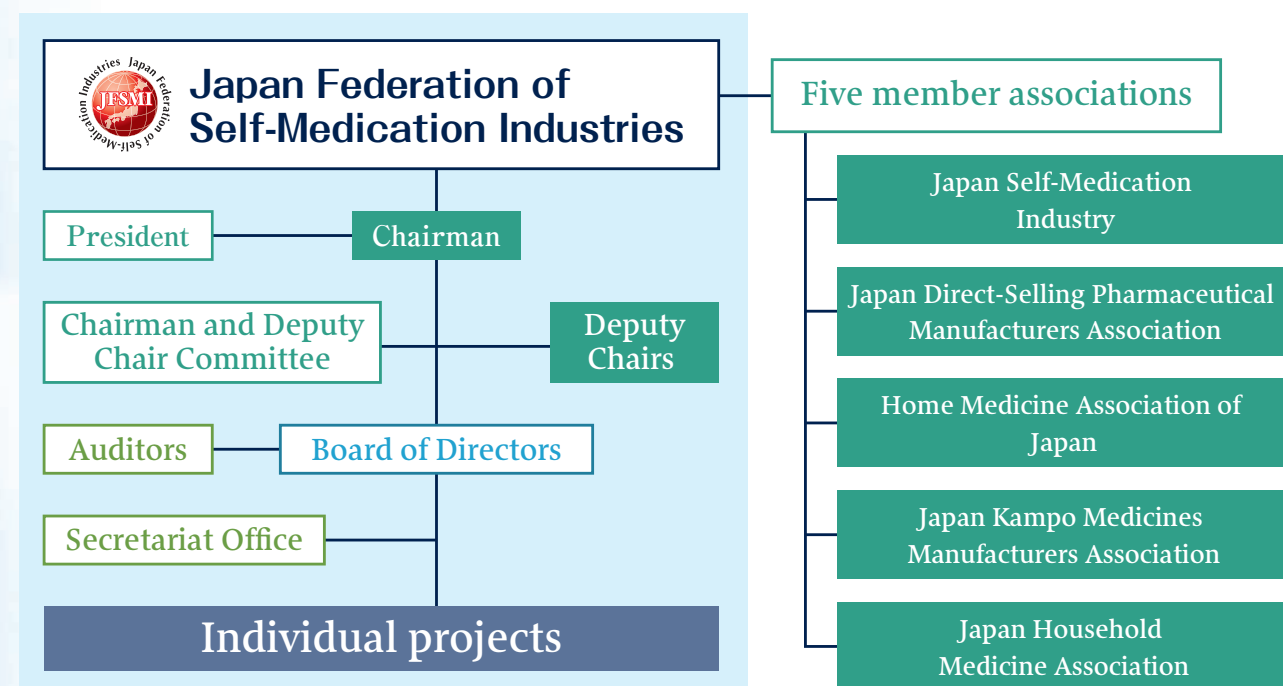
# Mission

In Japan's aging society with a declining birthrate, expectations for self-medication, which has become a national policy, are extremely high, and the responsibilities that OTC drugs should fulfill are becoming increasingly important.

To this end, based on the universal health insurance system, we will contribute to the "extension of healthy life expectancy" by raising consumers' awareness of "protecting one's own health for one's own sake," contributing to health management through prevention, medical check, self-medication, etc., and contributing to improving the efficiency and quality of medical care.

The Japan Federation of Self-Medication Industries (JFSMI), together with its five member associations, will serve as a comprehensive point of contact for common issues, deepen cooperation with the government and related organizations, be close to the wishes of consumers for health, and further revitalize the OTC drug market in Japan and overseas.

# Organization



# Vision

- Exchange of opinions and cooperation with regulatory authorities, industries, associations, organizations, etc., and further promotion of awareness building and publicity activities
- Promotion of deregulation of existing policies and restrictions and proposal of new systems and policies etc.
- Support for activities related to quality assurance of OTC drugs
- Promotion of self-medication and self-care through the improvement of health literacy by supporting drug education for the public
- Harmonization of OTC drug regulations in Asia through support to APSMI etc., and support for the expansion of Japanese OTC pharmaceutical companies into Asian countries
- Promotion of the planning, implementation, and development of activity plans by summarizing requests of the five member associations
- Leverage the resources of the five member associations to address common challenges



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