

Braille packaging for medication

Lipogen, a generic cholesterol lowering medication, is reputedly the first product to be launched in South Africa embossed with Braille for easy identification by the blind. For many years, the inability of the blind and partially sighted to read the labels and packaging of their medication has represented a serious health-risk to those individuals.



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According to Cathy Donaldson, president of Blind SA, it is wonderful news that Braille users will finally be able to use a medication with Braille packaging in South Africa. “This is incredibly important for those blind individuals that are living alone. It’s initiatives like this that enable us users of Braille to become even more independent and we would like to congratulate the company on taking the initiative,” she added.

Opinion leaders in cardiology also consider the Braille inscription on the packaging as an excellent initiative to assist blind patients in identifying their medication.

The company, one of the largest producer of generic medicines in South Africa, will phase in all its products in the new Braille packaging over the next couple of months.

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