



## NEWS RELEASE

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### **BOIRON LABORATORIES retains *Brigitte Filiatrault Public Relations***

**MONTREAL, Monday, January 17, 2011** —**Boiron Laboratories**, world leader in homeopathy, retains ***Brigitte Filiatrault Public Relations*** services for all its internal and external communications, public relations and strategic counsel for year 2011. Brigitte already collaborated with the firm last year when Boiron gave her the mandate to announce Boiron's partnership with the Montreal Canadiens for season 2010-2011.

World leader in homeopathy, **Boiron Laboratories** (<http://boiron.ca/en/>) is best known for its flagship product, *Oscillococcinum*® – *Oscillo*®, a leading flu medicine; *Camilia*, *Coccyntal*, *Coryzalia* et *Stodal*; a line of medicinal products for kids; and *Arnica products* for muscle injuries and aches. Boiron Laboratories are represented by 4,000 partners, 23 foreign branches, 4 production sites and medicines distributed in over 80 countries.

#### **About Brigitte Filiatrault Public Relations**

Founded in 2004, Brigitte Filiatrault Public Relations is a national company that offers a broad range of public relations and strategic communications services. BFRP services include communications, visibility and positioning plans, crisis management, evaluation and sponsorships management, internal communications, media relations, project management, special events, spokespersons media training, spokespersons recruitment, strategic counsel and planning, translation as well as writing and proofreading.

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