Press Release.
Opella and EOP launch Pharmacy Program to Advance Allergy Self-Care in Egypt.

The program is expected to reach around 50,000 people in Egypt by the end of 2026, supporting better-informed allergy self-care through pharmacists.

Cairo, 26 October 2026 – Opella and the Egyptian Organization of Pharmacy, Development and Training (EOP) have signed a memorandum of understanding to launch **"the Air and Allergy Care with Your Pharmacist"** program, an education initiative designed to equip pharmacists with the scientific knowledge, air-quality information and practical tools to help people better understand and manage allergy symptoms that may be aggravated by air pollution.

The agreement was signed during the 9th Egyptian Pharmacists Conference & Middle East (EPC), held in Cairo on 24 October 2026. The initiative will roll out in Egypt, translating scientific evidence into practical support pharmacists can use in everyday conversations with consumers. At its heart, the program has a clear mission: to empower pharmacists to address the health impacts of pollution, helping communities live healthier lives.

Opella aims to equip healthcare professionals with evidence-based knowledge and practical resources to improve health outcomes. In Egypt, Opella is working with the EOP to translate this broader commitment into action through the "Air and Allergy Care with Your Pharmacist" program, supporting pharmacists in promoting allergy awareness and informed self-care within their communities.

Strengthening pharmacists' role in responsible self-care.

In Egypt, community pharmacists play an important role in everyday health decisions and are among the most accessible healthcare professionals. A 2024 study of 1,630 Egyptian adults found that 62.8% had self-medicated during the previous three months. Among those respondents, 53.61% cited a pharmacist's recommendation as the most common source of guidance. The findings highlight the important role pharmacists can play in supporting informed and responsible self-care, reinforcing the value of equipping them with evidence-based knowledge and practical tools. [1]

Air pollution adds another dimension to these everyday health conversations. A 2025 meta-analysis of 64 studies involving more than 12.4 million participants reported a 16% prevalence of allergic rhinitis among populations exposed to air pollution and found positive associations between allergic rhinitis and pollutants including nitrogen dioxide, PM10, PM2.5, sulphur dioxide, ozone and carbon monoxide. [2].

Feirouz Ellouze, General Manager, Opella Africa, Middle East and Türkiye.

"Pharmacists are among the most accessible healthcare professionals in our communities and play an important role in everyday health decisions. Through our commitment to pharmacist education and professional development, we are putting scientific knowledge, environmental information and practical tools directly into their hands, helping them turn knowledge into meaningful conversations at the pharmacy counter. By strengthening pharmacists' ability to support informed self-care, we are helping make self-care as simple as it should be."

Dr Marwa Mazen, Vice President of Egyptian organization of Pharmacy, Development and Training (EOP).

"Pharmacists are uniquely positioned to translate scientific evidence into practical guidance people can use in their daily lives. Strengthening their understanding of the relationship between air pollution and allergic rhinitis, and giving them resources they can use in practice, will further support their contribution to respiratory health, health literacy and responsible self-care."

Turning evidence into practical support.

The four-hour program curriculum will cover air pollution and allergic rhinitis, symptom recognition, the pharmacist's role in respiratory health and the supporting clinical evidence. Participating pharmacists will also receive a certificate, pharmacy badge and toolkit designed to support conversations with consumers at the pharmacy counter.

The initiative is also expected to introduce Air Quality Index (AQI) screens to help pharmacists discuss how changes in air quality may affect allergy symptoms. The screens are intended to support awareness and informed conversations rather than diagnosis.

The program will initially launch as a pilot, training approximately 400 pharmacists in Egypt and reaching an estimated 50,000 people till the end of 2026. The initiative is designed to expand progressively over time.

The initiative is being implemented by Opella and EOP as a standalone programme. By bringing together professional education, scientific evidence and environmental awareness, Opella and EOP aim to help pharmacists turn an often-overlooked factor in allergy management into a more informed self-care conversation.

About Opella.

Opella is the self-care challenger with the third-largest portfolio in the Over-The-Counter (OTC) & Vitamins, Minerals & Supplements (VMS) market globally. Our mission is to bring health in people's hands by making self-care as simple as it should be. For half a billion consumers worldwide – and counting. At the core of this mission is our 100 loved brands, our 11,000-strong global team, our 13 best-in-class manufacturing sites and 4 specialized science and innovation development centers. Headquartered in France, Opella is the proud maker of many of the world's most loved brands, including Telfast, Doliprane, Bronchicum, Enterogermina, Maalox, Nasacort, Maxilase, Bisolvon and Buscopan. Opella is a certified B Corporation™, reflecting its commitment to high standards of social and environmental performance. Find out more about our mission at www.opella.com.

About EOP.

The Egyptian Organization for Pharmacy, Development and Training (EOP) is a non-governmental organization advancing pharmacy practice and healthcare education across the Middle East and Africa. As a member organization of many imminent Federations and Alliances such as IAPO, International Alliance of Patients Organizations and as a member of the International Pharmaceutical Federation (FIP), the EOP strengthens pharmaceutical standards and professional development in the region. The Organization provides training programs for healthcare professionals while supporting public health initiatives and patient education. The EOP facilitates knowledge exchange and contributes to sustainable healthcare systems. Its focus on patient-centered care and professional advocacy enhances health outcomes across the region.

References.

1. Ali, H.T. et al. (2024). Unravelling the dilemma of self-medication in Egypt: a cross-sectional survey on knowledge, attitude, and practice of the general Egyptian population. BMC Public Health, 24, 652. **View source**.

2. Zhang, Z.Q. et al. (2025). Association between air pollution and allergic upper respiratory diseases: a meta-analysis. European Respiratory Review, 34(176). **View source**.

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