



**self-care  
association**  
OF SOUTH AFRICA

4 October 2023

To whom it may concern

## **REFERENCE YUVEN GOUNDEN**

I am writing this letter to highly recommend Yuven Gouden. I have had the privilege of working closely with Yuven for several years in his capacity as Manager: Communication and PR at the South African Health Products Regulatory Authority (SAHPRA) and his contribution has always been outstanding.

Yuven consistently demonstrated a deep understanding of public relations strategies and tactics and has always been incredibly helpful in his advice and direction. His ability to craft compelling press releases, coordinate successful media campaigns and maintain positive relationships with key stakeholders is admirable. Yuven has an unwavering commitment to achieving the desired objectives. He is always willing to go the extra mile.

Yuven has been particularly helpful in assisting me in getting the Online Medicines Directory toolkit and communication plan in place. See <https://medsinfo.sahpra.org.za/home>

I highly recommend Yuven for any communication, PR or media campaign work you may require. I have no doubt that he will excel in any role he undertakes and will continue to bring value to any organisation fortunate enough to have him on board.

If you have any questions or require further information please do not hesitate to contact me at [nicola@selfcareassociation.co.za](mailto:nicola@selfcareassociation.co.za) or on 0824105859.

Yours sincerely

Nicola Brink

Chief Executive Officer - Self-Care Association of South Africa

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