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**New PAGB Code of Practice for Pack Design for
Over the Counter Medicines is launched**

The PAGB Code of Practice for Pack Design for Over the Counter Medicines is the first new PAGB Code in over 80 years. Resulting from the Better Regulation of Over the Counter Medicines Initiative (BROMI), the Code of Practice sets the industry standard for strap lines, design and non-statutory information on packs and has been developed with input from the MHRA.

From 2nd January 2007 a pilot scheme begins that will allow PAGB member companies to submit pack changes complying with the Code of Practice to PAGB for approval, as they do for advertising copy. It will enable companies to self certify changes to packs reducing the time that it currently takes to get changes approved and freeing up time for MHRA to focus on more complex medicines. The MHRA will continue to use its powers to monitor and enforce the regulations to ensure the public is safeguarded.

John Harold, PAGB President, said: "The move to self certification is excellent news for industry and regulators. Every year 860 million packs of medicines are sold over the counter in Great Britain. They have a very good safety record established over many years and the BROMI work recognises that. Packaging information is important for safe use and it's important that we get it right – the PAGB Code of Practice for Pack Design makes it clear how companies do that within the legal framework. "

Sheila Kelly, PAGB Executive Director added: "The Code of Practice has been developed in collaboration with the MHRA and it describes the criteria that the MHRA have applied over the years in approving the packs currently on the market. PAGB's track record in advertising control is second to none. We will apply the same level of scrutiny to the new code so people can continue to trust the information on the pack."

-ENDS-



*Representing the Consumer
Healthcare Industry*

Notes to Editors

PAGB (Proprietary Association of Great Britain) is the UK trade association representing manufacturers of branded OTC (Over the Counter) medicines and health supplements.

The PAGB Code of Practice for Advertising of Over the Counter Medicines has been in place for over 80 years. The Association checks all advertising for its members before it is published handling nearly 5000 pieces of copy each year. There are rarely more than one or two complaints a year about advertising which PAGB has approved.

For further information contact Claire Weaver, PAGB Press and Communications Assistant on 020 7421 9319 or at Claire.weaver@pagb.co.uk

The Code of Practice for Pack Design for Over the Counter Medicines can be downloaded from the PAGB website (www.pagb.co.uk)