**MEDIA RELEASE**

**DATE: 23 September 2016**

**PAGB appoints Katharine Mason as Director of Regulatory and Legal Affairs**

PAGB is pleased to announce the appointment of Katharine Mason as Director of Regulatory and Legal Affairs.

Katharine Mason will join PAGB on 24 October 2016 and will be responsible for the regulatory, legal and copy clearance functions of the organisation.

Katharine is an expert in advertising and regulation and a qualified lawyer by background. She joins PAGB from the Committee of Advertising Practice (CAP) where she worked closely with the Advertising Standards Authority (ASA).

John Smith, Chief Executive, commented: “I am delighted that Katharine Mason will be joining PAGB in October and I look forward to welcoming her to the team.

“Katharine’s expertise in advertising and regulation and her legal grounding will be hugely valuable to PAGB and will ensure we continue to provide a world-class service to our member companies. In particular, she will play a key role in delivering our strategy to help shape the consumer healthcare market.”

Helen Darracott, PAGB Deputy Chief Executive, will leave the Association at the end of the year.

John Smith said: “Helen Darracott has played a key role at PAGB since 2003 and is responsible for a number of significant improvements in regulation and reclassification that have been achieved over recent years. Helen will be missed by PAGB staff, members and colleagues from across the industry and we wish her all the very best for her future.”

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**Notes to editors:**

PAGB (Proprietary Association of Great Britain) is the UK trade association representing manufacturers of branded over-the-counter medicines, self care medical devices and food supplements.

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