

# MEDIA RELEASE

**DATE: 25<sup>th</sup> January 2018**

## **PAGB response to NICE guidance on the effectiveness of medicated sore throat treatments**

PAGB Director of Communications, Donna Castle, comments “Sore throats can be extremely painful and can differ from person to person in severity, duration and frequency.

“The NICE guidance recommends healthcare professionals should help people manage their symptoms with pain relief, such as paracetamol or ibuprofen, rather than antibiotics. It also highlights that some adults may wish to try medicated lozenges containing either a local anaesthetic, a non-steroidal anti-inflammatory drug (NSAID) or an antiseptic. PAGB supports campaigns to reduce unnecessary prescribing of antibiotics.

“If used in accordance with the instructions on the packaging and in the patient information leaflet, medicated over-the-counter (OTC) medicines, such as lozenges and throat sprays, are an appropriately safe and effective way to provide relief from the symptoms of a sore throat, so people can get on with their day.

“Most sore throats last for an average of eight days, but people should seek medical advice if symptoms are no better after two weeks or they suffer from frequent sore throats that do not respond to pain killers. As with all medicines, it’s important that people always read and follow the instructions and are careful not to take more than one product containing the same active ingredient. A pharmacist can give advice on the most suitable medicine to take if people are unsure.”

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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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