



MEDIA RELEASE

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PAGB response to the ASA ruling on the use of influencers in advertising

John Smith, PAGB Chief Executive, comments, “At PAGB, we have a long and distinguished track record as the self-regulatory body ensuring balanced and responsible marketing of branded OTC medicines, self care medical devices and food supplements.

“Following today’s ASA ruling, PAGB will be working with the regulators to understand the implications of this decision for member companies and the wider consumer healthcare industry.”

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Notes to editors:

PAGB, the consumer healthcare association, represents the manufacturers of branded OTC medicines, self care medical devices and food supplements in the UK.

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