

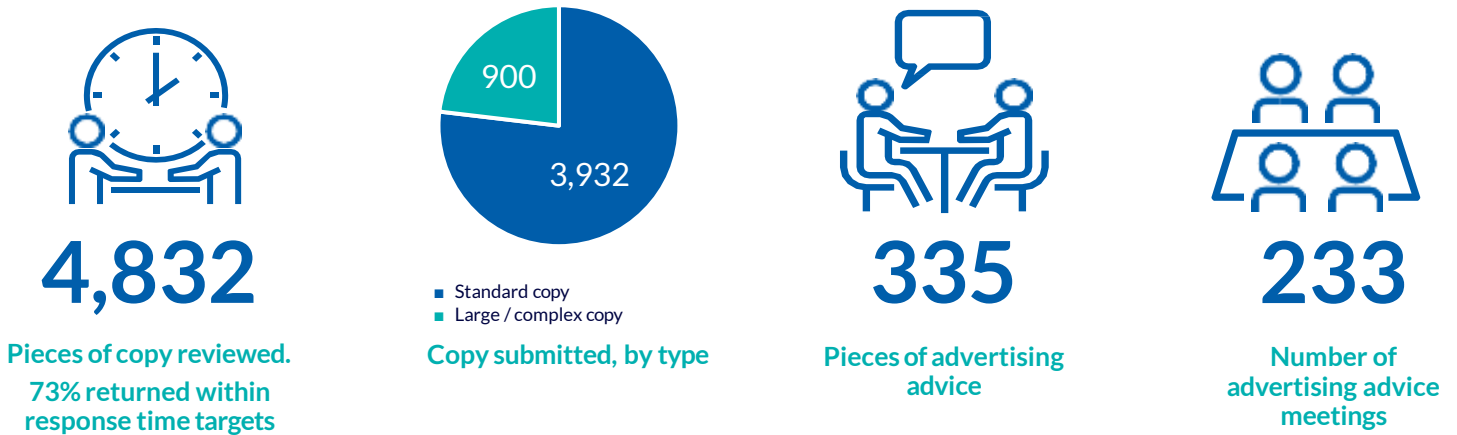
Your MEMBER VALUE statement

As a member of PAGB, we work on your behalf as a collective and expert voice representing and promoting the interests and reputation of the consumer healthcare sector, whilst supporting you with a range of services from regulatory and advertising advice and guidance, to helping you to develop through authoritative training and workshops.

This member value statement highlights our achievements from 1 September 2023 to 31 August 2024 and provides a summary of the services we have delivered to our members. Thank you for being a part of PAGB and helping shape the future of consumer healthcare. For more information about membership benefits contact Donna Rickaby, Senior Membership Manager on membership@pagb.co.uk.

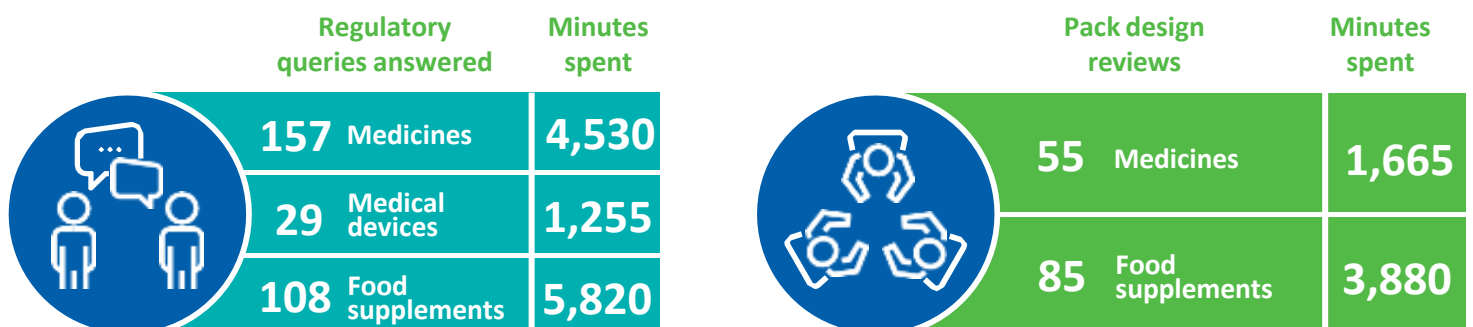
Advertising – advice and approvals

Our advertising services team ensures that the consumer healthcare industry retains its long-standing reputation for high standards in advertising.



Supporting you on regulatory issues

We have a team of regulatory specialists ready to support members with your queries. We also collaborate with members across our working groups to address any regulatory concerns or issues, and engage with regulatory authorities, government and stakeholders to improve the environment for your businesses.



Members benefit from intensive, confidential regulatory support when an ingredient is under review.

7

Ongoing ingredients issues between September 2023 and August 2024

Representing your interests

As a member of PAGB, you benefit from our proactive media engagement to promote self-care and to manage media issues affecting the whole industry. We also ensure your priorities are raised with key stakeholders through policy and public affairs activity that addresses the core drivers and barriers to self-care.

457 Stakeholder meetings attended on your behalf, including:



12 Environment and sustainability

43 Reclassification

8 MHRA performance

24 Self-care

10 AMR



Pieces of coverage

416 | **164**

Statements and interviews
(proactive and reactive)

38 | **175**

Consultations responded to on behalf of all members



15

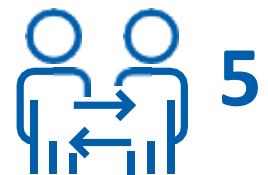
Position papers, guidance, briefings and letters

PAGB publications



52

In partnership



5

General election highlights



- Self-care manifesto
- Tailored General Election Toolkits
- First 100 days action plan

Parliamentary engagement



Letters to MPs and prospective parliamentary candidates activated ahead of general election

Keeping you up to date

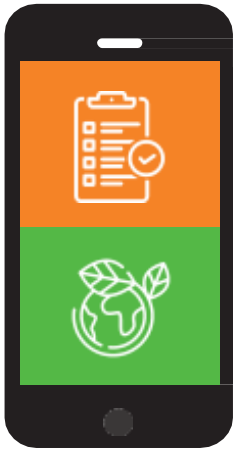
PAGB regularly shares privileged and confidential information with members via our new website (launched in February) and member-only newsletters, as well as general updates through our PAGB LinkedIn account.

All company staff working in your UK consumer healthcare business can benefit from receiving the latest industry news, along with regulatory intelligence, environment and sustainability news and opportunities to contribute to PAGB policy development. We also share marketing updates and news on our events and workshops.



Visits to [PAGB.co.uk](https://www.pagb.co.uk) since launch in 2024

Access confidential briefings, working group papers, additional guidance, regulatory updates and more

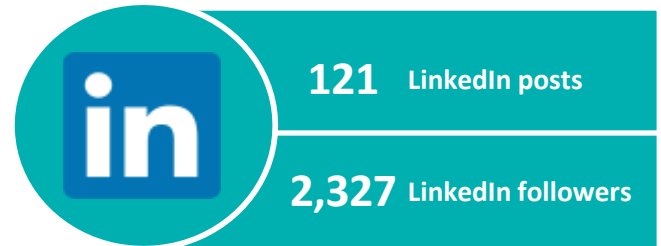


349 Regulatory intelligence updates

49 Environment and sustainability updates

Top visited website pages

- Home Page
- Members Area Dashboard
- News Page
- OTC Medicines Hub
- Membership Page



Supporting our members

As a member of PAGB, you benefit from significantly reduced prices on our training and events, as well as the opportunity to book a private or bespoke workshop for your company. We also organise a series of webinars each year, run by our in-house experts and associate members. Visit our website for more information on training that will ensure your team is up to date with the latest developments in our sector.



Meetings with PAGB supporting members to excel (excludes advertising meetings)



Workshops Participants



Webinars & Events Attendees

Consumer trends in self-treatable conditions, confidence and access



PAGB published our annual Self-Care Census Report in July 2024 surveying over 4,000 adults in the UK



Over two thirds of adults experienced three or more self-treatable conditions in the last year



9 in 10 adults say they feel confident using an OTC medicine to manage their symptoms



However, visits to the pharmacist as a first step for self-treatable conditions have declined, with younger adults choosing to seek GP appointments

Get involved – help shape our work

PAGB working groups enable members to directly engage with PAGB's work programmes and help deliver our strategy. Members contribute ideas and expertise on regulatory, advertising and policy matters. We greatly value the involvement of our working group members and would like to thank all members who give their time to achieve our shared goals.

53 member companies are represented across the following working groups

- ✓ 5-year Strategy Group
- ✓ Advertising Working Group
- ✓ AMR Working Group
- ✓ Environment and Sustainability Group
- ✓ ePI Task Force
- ✓ EU Exit Group
- ✓ Food Supplements Forum
- ✓ Food Supplements Approvals Sub-Group
- ✓ Medical Devices Working Group
- ✓ Naming and Umbrella Branding Sub-Group
- ✓ Pack Design Sub-Group
- ✓ PAGB Board
- ✓ Public Affairs and Communications Group
- ✓ Reclassification Sub-Group
- ✓ Regulatory Affairs Group
- ✓ Simplification and Escalation Sub-Group

We hope you find this summary a useful way to reflect on your membership year so far. We are always happy to hear from you and to discuss how we can improve your membership experience. Please contact our Senior Membership Manager, Donna Rickaby on membership@pagb.co.uk.

PAGB

The Consumer
Healthcare Association

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