



What is in scope for PAGB membership

PAGB is the only trade association representing manufacturers of branded over-the-counter (OTC) medicines, self-care medical devices and food supplements; representing around 90% of the top 50 consumer healthcare brands in the UK.

Products in membership include:

Medicines with P or GSL licences, whether sold in retail, pharmacy or prescribed/dispensed by a healthcare professional.

Medical devices for self-care use in an existing OTC therapeutic category, including those prescribed/dispensed by a healthcare professional.

Food supplements, defined as a concentrated source of vitamin(s) or mineral(s), or other substance with a nutritional or physiological effect, that supplements the normal diet and is sold in dose form.

What products are considered “branded”?

Your product is likely to be considered branded and within the scope of PAGB membership if it has any of the following characteristics:

Distinctive identity

The product has an identifiable logo, branding, and/or naming convention consistently applied across packaging and marketing materials, and/or products within the same product range.

Legally protected

The product’s name, logo, or tagline is legally safeguarded through trademark registration, and/or the product holds a valid patent that is currently in force.

Consumer focused

The product is marketed directly to consumers.

Is my medical device in membership?

For a medical device product to be within scope of membership it must be;

- CE / UKCA marked under the relevant medical device legislation
- For self-care use and marketed in an existing OTC therapeutic category

Please refer to our guidance on [How to determine whether your medical device is within scope of PAGB membership](#).

Are only substance based medical devices in membership?

Medical devices do not need to be substance based to be included in PAGB membership. Medical devices which are for diagnostic use (including diagnostic software applications) are currently out of scope.

Please refer to our guidance on [How to determine whether your medical device is within scope of PAGB membership](#).

If you would like any further clarification on any of your products, please email membership@pagb.co.uk