



MEDIA RELEASE

DATE: 28th January 2019

PAGB response to media reports of long-term use of Ibuprofen for pain

Donna Castle, PAGB's Director of Public Affairs and Communications, comments: "People taking over-the-counter (OTC) ibuprofen for short-term pain relief should not be concerned following the recent reports in the media.

"Ibuprofen is an effective and appropriately safe way to provide short-term relief from pain, inflammation and a raised temperature if used in accordance with the clear on-pack instructions and the patient information leaflet inside. We advise that people should use OTC ibuprofen at the lowest effective dose for the shortest possible time. Anyone who has concerns about taking a medicine, or those with on-going pain, should speak to a pharmacist in the first instance. Pharmacists are highly trained healthcare professionals and can provide useful information on over-the-counter medicines and treatments."

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Notes to editors:

PAGB defines Self Care as the actions people take for themselves and their families to promote and maintain good health and wellbeing and to take care of their self-treatable conditions.

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

For further information please contact: Maria Boiling or Claudia Barnett on 01273 712000 / PAGB@thisispegasus.co.uk