



# MEDIA RELEASE

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## **PAGB response to Which? article on salt levels in soluble OTC medicines**

John Smith, PAGB Chief Executive, comments: “The sodium in effervescent medicines helps them to dissolve in water. The availability of soluble medicines provides an alternative choice for people who can’t, or don’t like to, swallow tablets or capsules.

“The Which? comparison of salt content in soluble products, versus a packet of ready salted crisps is not an appropriate or fair comparison. Over-the-counter (OTC) medicines are designed to provide short-term relief from a range of uncomfortable and painful conditions. People should not be taking these medicines regularly for long periods of time. Information about appropriate use is contained on the packaging and in the patient information leaflet.

“Anyone who has concerns about taking a soluble medicine, particularly those with high blood pressure, or on a low sodium diet should speak to a pharmacist for advice on the most appropriate product for them. Pharmacists are highly trained healthcare professionals and can provide useful information on over-the-counter medicines and treatments.”

**- ENDS -**

### **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.

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