



MEDIA RELEASE

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PAGB honoured with lifetime achievement award

PAGB, the consumer healthcare association, has been awarded a lifetime achievement award at the OTCToolbox 2019 Consumer Healthcare Industry Awards.

PAGB Chief Executive, John Smith, said: “Thank you to everyone at OTCToolbox for recognising the contribution PAGB has made to the consumer healthcare industry over the last 100 years.

“I was delighted to accept the award on behalf of all the staff and members, past and present, who have contributed to PAGB’s success.

“Our Centenary has been a great opportunity to look back over the achievements of the last 100 years, from publishing the world’s first self-regulatory advertising code in 1936 and managing the alcohol rations for Government during the Second World War to improving regulations for OTC medicines with the BROMI initiative and working with regulators to streamline the process for reclassifying medicines from prescription-only to OTC availability.

“It has also been a chance to look forward and identify priorities for the next five, if not 100, years in our new PAGB Strategy to 2025.

“Receiving this award is a fantastic way to end our Centenary year and celebrate PAGB: Then, Now and Tomorrow.”

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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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