



The Consumer Healthcare Association

28 June 2021

## **PAGB responds to report from the Taskforce on Innovation, Growth and Regulatory Reform (TIGGR)**

Following the report from a [Government-commissioned task force](#) recommending new regulatory approaches in the UK following EU exit, Michelle Riddalls, CEO of PAGB, the consumer healthcare association, said: 'We warmly welcome the detailed consideration given by the task force to digital innovation in consumer healthcare and the opportunities it offers.

"Digital technology and its benefits in encouraging and supporting self care is a key focus for us at PAGB and we applaud the report's call for steps to ensure the UK is at the forefront of the digitalisation of healthcare.

"We particularly welcome the task force's recognition of the importance that apps can play in improving health and its call for a better-integrated, streamlined regulatory process for consumer healthcare apps.

"The report also rightly highlights the regulatory complexities currently surrounding the nutraceutical industry in the UK.

"Its vision of a clearer framework and process to stimulate this fast-growing sector is extremely positive.

"It points towards an exciting future for the nutraceutical industry in which innovation and expansion are better supported, without in any way weakening consumer protection standards, as the report itself stresses."

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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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