



The Consumer Healthcare Association

01 July 2021

## **PAGB partnership with Bloom Regulatory Ltd will boost food supplements offering**

PAGB has teamed up with [Bloom Regulatory Ltd](#) to expand our resources for member companies seeking support with food supplements advertising and regulation.

Consultants at PAGB associate member Bloom Regulatory Ltd will provide additional assistance as needed in response to the growing demand for our services around food supplements, which make up around one in five of the products in PAGB membership.

The Bloom Regulatory Ltd team will receive training and supervision from PAGB and all work will meet PAGB's standards and service levels.

PAGB CEO Michelle Riddalls said: "Our members and the vital services we provide for them are our top priority. This partnership with the expert team at Bloom Regulatory Ltd will ensure we continue to meet the highest standards in supporting the consumer healthcare industry to navigate its regulatory and advertising responsibilities."

Bloom Regulatory Ltd is a London-based consultancy company that provides regulatory support to businesses offering beauty and wellbeing consumer goods such as cosmetics and food supplements via a new global approach to regulatory consultancy.

Olivia Santoni, Director General of Bloom Regulatory Ltd, said: "Wellness and nutrition is an area growing extremely quickly following increasing interest globally in healthier lifestyles.

"We are therefore delighted to be working with PAGB on advertising and regulatory support for food supplements products."

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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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