



PGEU and AESGP agree on importance of good presentation of non-prescription medicines to enhance the role of the pharmacist

Representatives of the Pharmaceutical Group of the European Union (PGEU)¹ and the Association of the European Self-Medication Industry (AESGP)² met for a workshop in Brussels on 5 March 2002 to look at the importance of good presentation and visibility of non-prescription medicines in pharmacies in Europe.

The presentations highlighted how non-prescription medicines can be presented in the pharmacy in a consumer-friendly manner and at the same time enhance the role of the pharmacist. The presentations showed examples in France and Germany. The speakers reported the perspective of the practising profession, of the expert in pharmacy layout and of the industry.

The discussion following the speakers' contributions showed that further collaboration between the two organisations on this issue – both at EU and/or national level – would contribute to increasing the visibility of non-prescription medicines in pharmacies and reinforce the advisory role of the pharmacist on minor ailments and the correct use of these products.

The workshop was the most recent in a series of events in which both bodies participated and which started with the signing of a *Charter of Collaboration* between the two organisations in May 1993³.

1 PGEU was founded in 1959 and groups the national pharmacists' associations representing community pharmacists in the 15 EU Member States plus 12 Observer Countries.

2 AESGP was founded in 1964 and groups the national associations of manufacturers operating in the area of self-care, self-medication and food supplements in 24 European countries.

3 See <http://www.aesgp.be/PGEU-AESGP/Charterofcollaboration1993.pdf>.