

AESGP

VOICE OF EUROPEAN SELF-CARE INDUSTRY



Association of the European Self-Care Industry

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O AUTOCUIDADO NA EUROPA: tendências, impacto e oportunidades para Portugal

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- 2. Defining modern Self-Care**
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AESGP

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MAGYOSZ
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Országos Szövetsége



Neprofarm

LMI



RASCI
ASOCIAȚIA ROMÂNĂ A PRODUCĂTORILOR
DE MEDICAMENTE FĂRĂ PRESCRIPTIE,
suplimente alimentare și dispozitive medicale



ASSGP



INTERNATIONAL COMPANIES



HALEON



Opella.

Perrigo



reckitt



ASSOCIATE MEMBERS

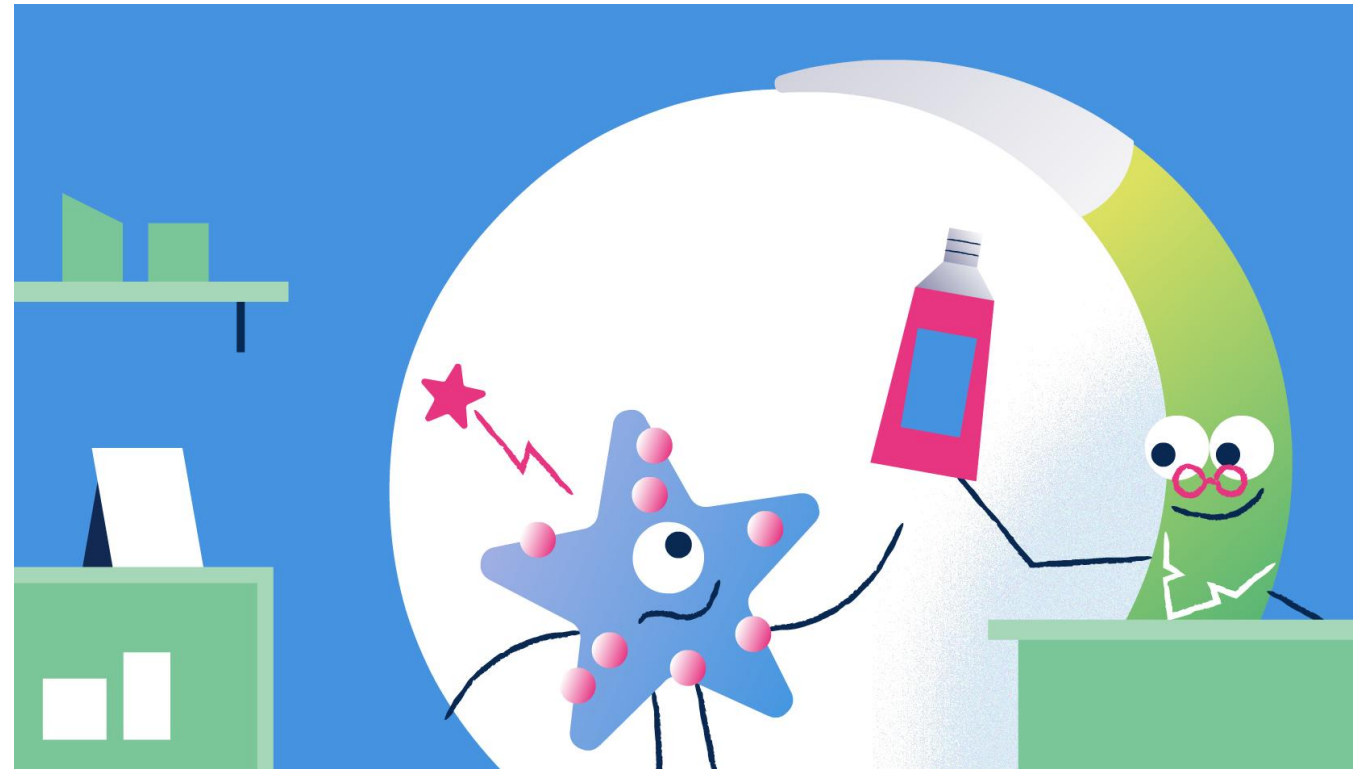


GALDERMA
EST. 1981



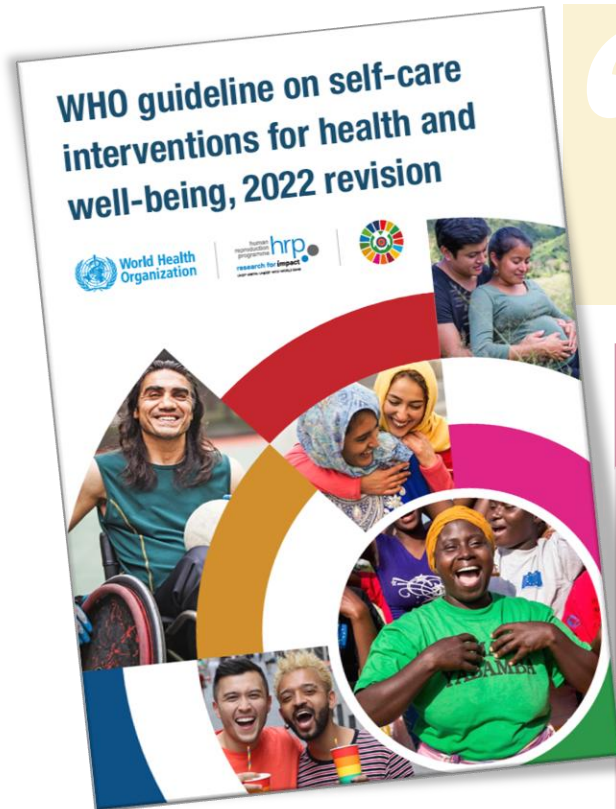
Mission

Support everyone's access to safe, effective and sustainable self-care in Europe, empowering people to take better care of their own and their families' health.



Defining modern Self-Care

WHO definitions



“ *Self-care is the ability of individuals, families and communities to promote and maintain their own health, prevent disease, and to cope with illness – with or without the support of a health or care worker.* ”

Self-care interventions

- Medicines
- Devices
- Diagnostics
- Digital tools

Self-care actions

- Practices
- Habits
- Lifestyle choices

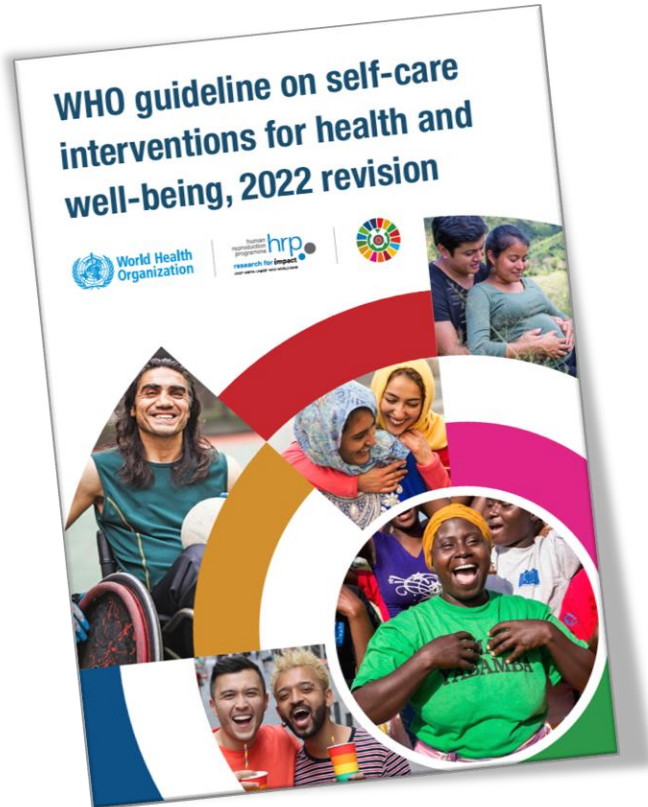
Individuals as active agents

- Health promotion
- Disease prevention and control
- Self-assessment
- Self-management
- Providing care to dependent persons
- Rehabilitation and palliative care.

Self Care

- **Does not replace** the health care system
- Provides **additional choices** and options for healthcare.

WHO definitions



HEALTH SYSTEMS

SELF-CARE

SELF-MANAGEMENT

Self-medication, self-treatment, self-examination, self-injection, self-administration, self-use

SELF-TESTING

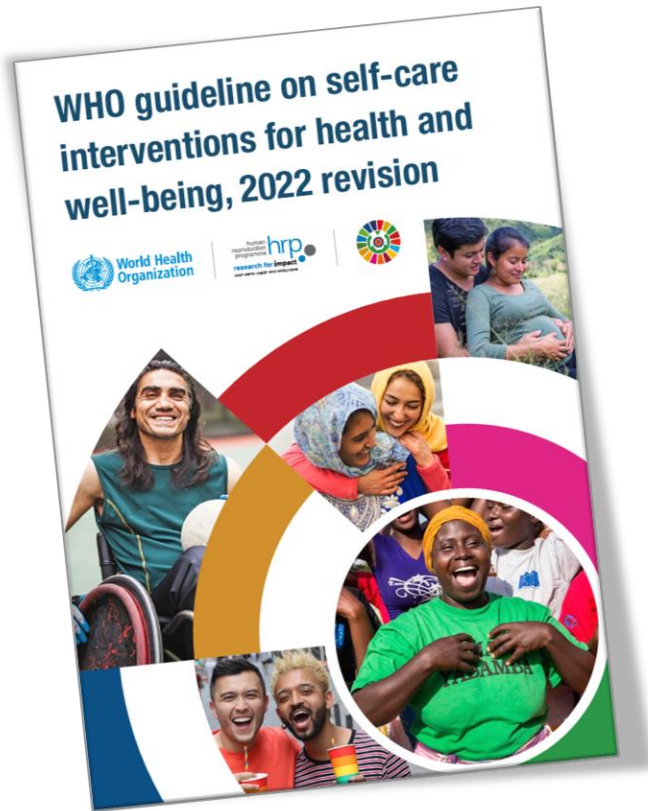
Self-sampling, self-screening, self-diagnosis, self-collection, self-monitoring

SELF-AWARENESS

Self-help, self-education, self-regulation, self-efficacy, self-determination

EVERYDAY LIFE

WHO definitions



Shortage **10 million** health workers (by 2030)

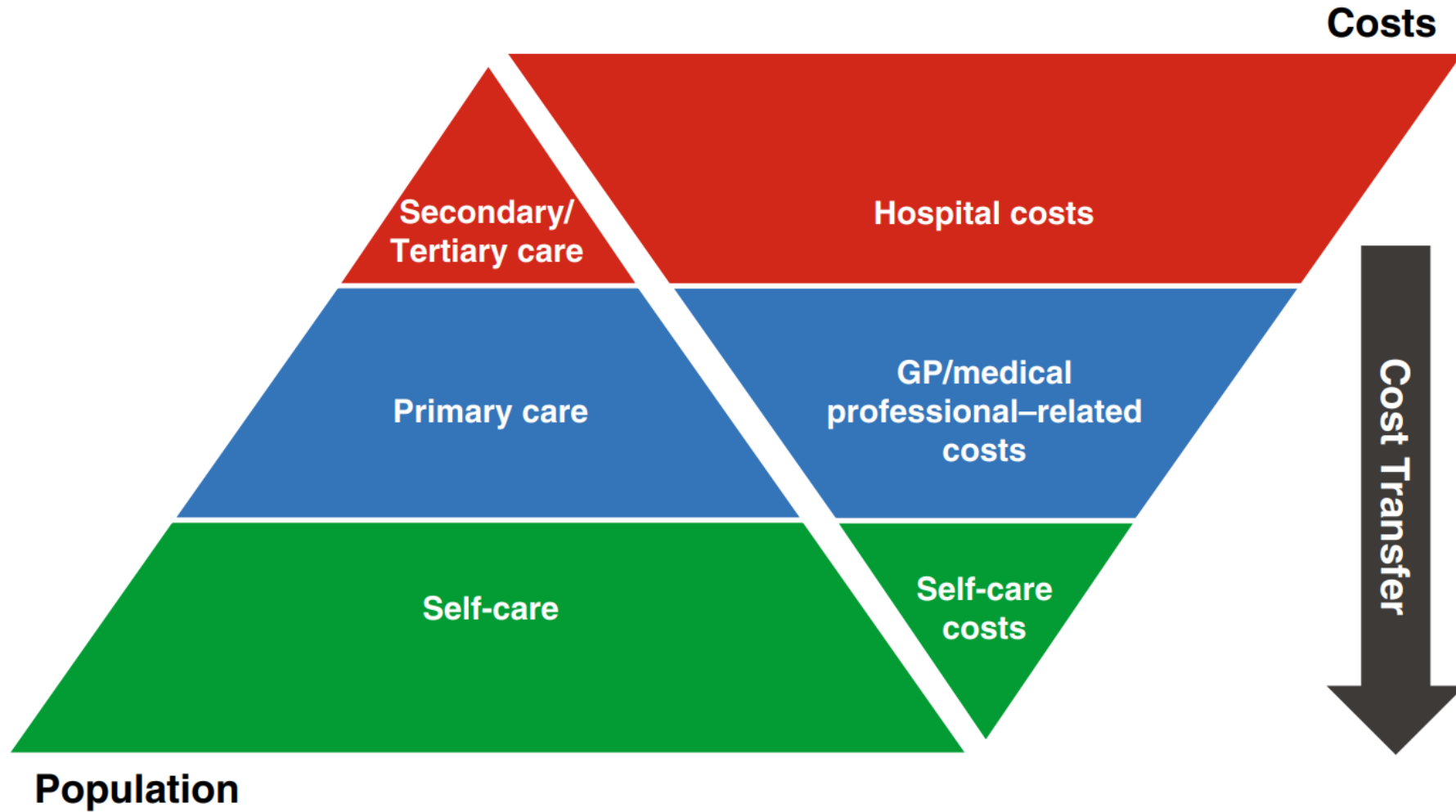
130 million people in need of humanitarian assistance

Global threat of pandemics such as COVID-19

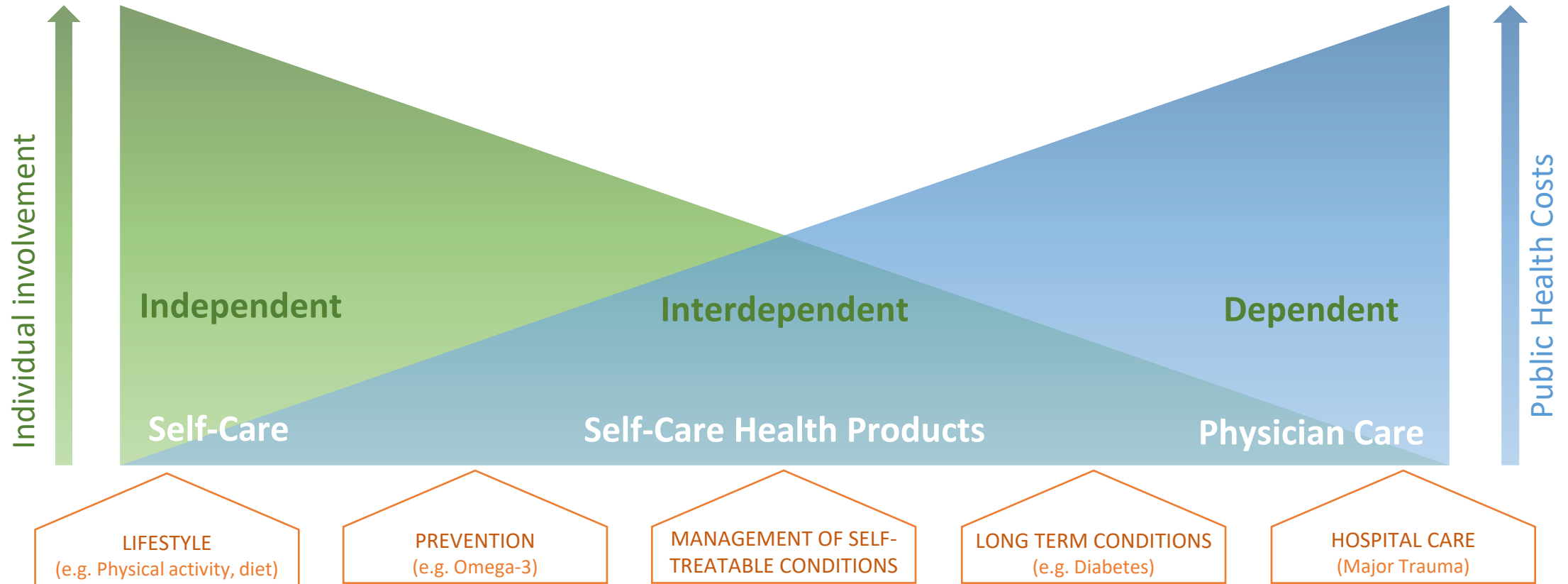
+400 million people worldwide lack access to the most essential health services

“WHO recommends self-care interventions for every country and economic setting as critical components on the path to reaching universal health coverage (UHC), promoting health, keeping the world safe and serving the vulnerable.”

Cost distribution across care levels

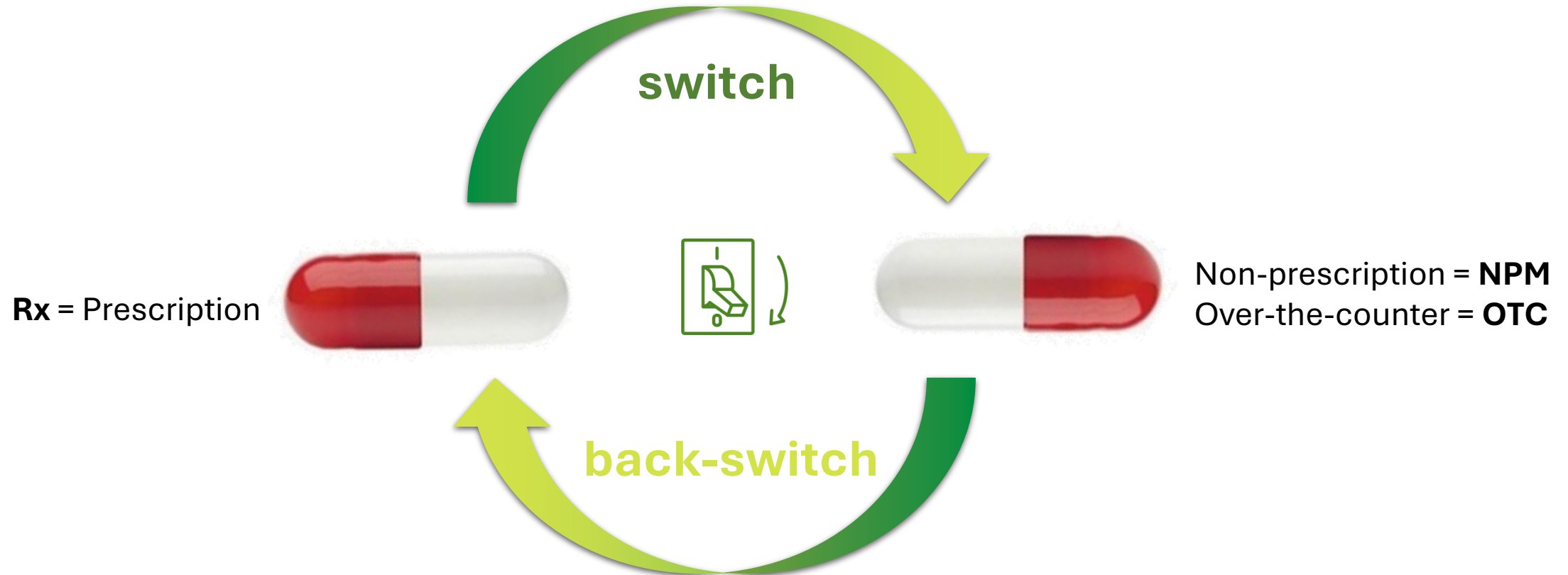


Self-Care continuum

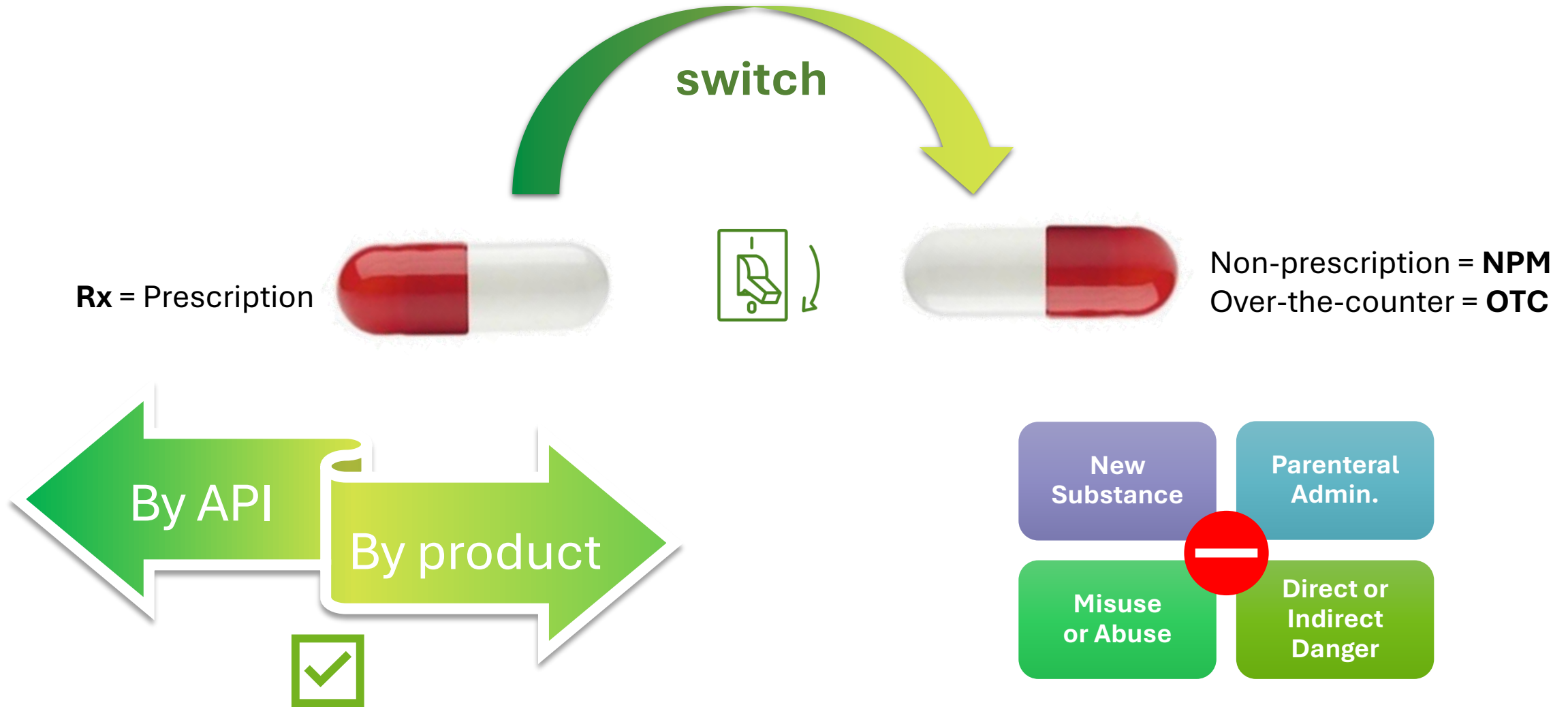


Non-Prescription Medicines as tools for Self-Care

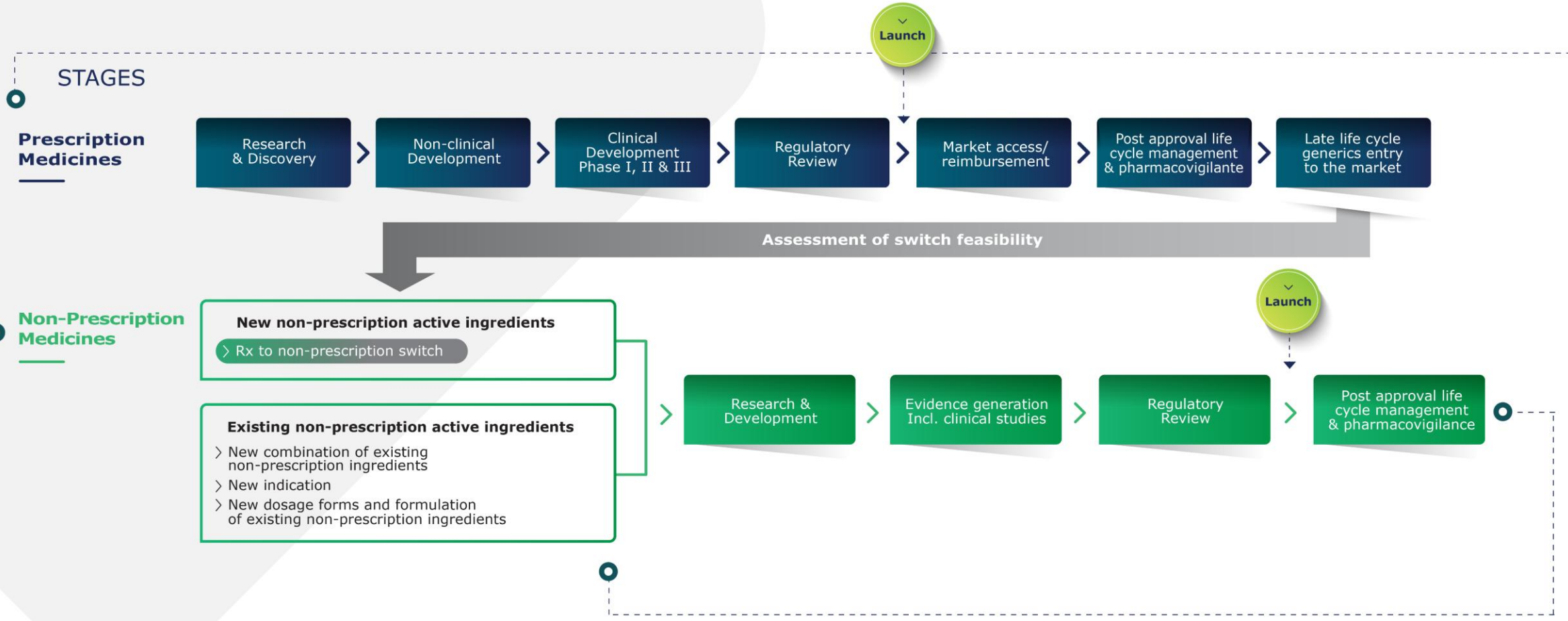
Regulatory transition for safety and sustainability



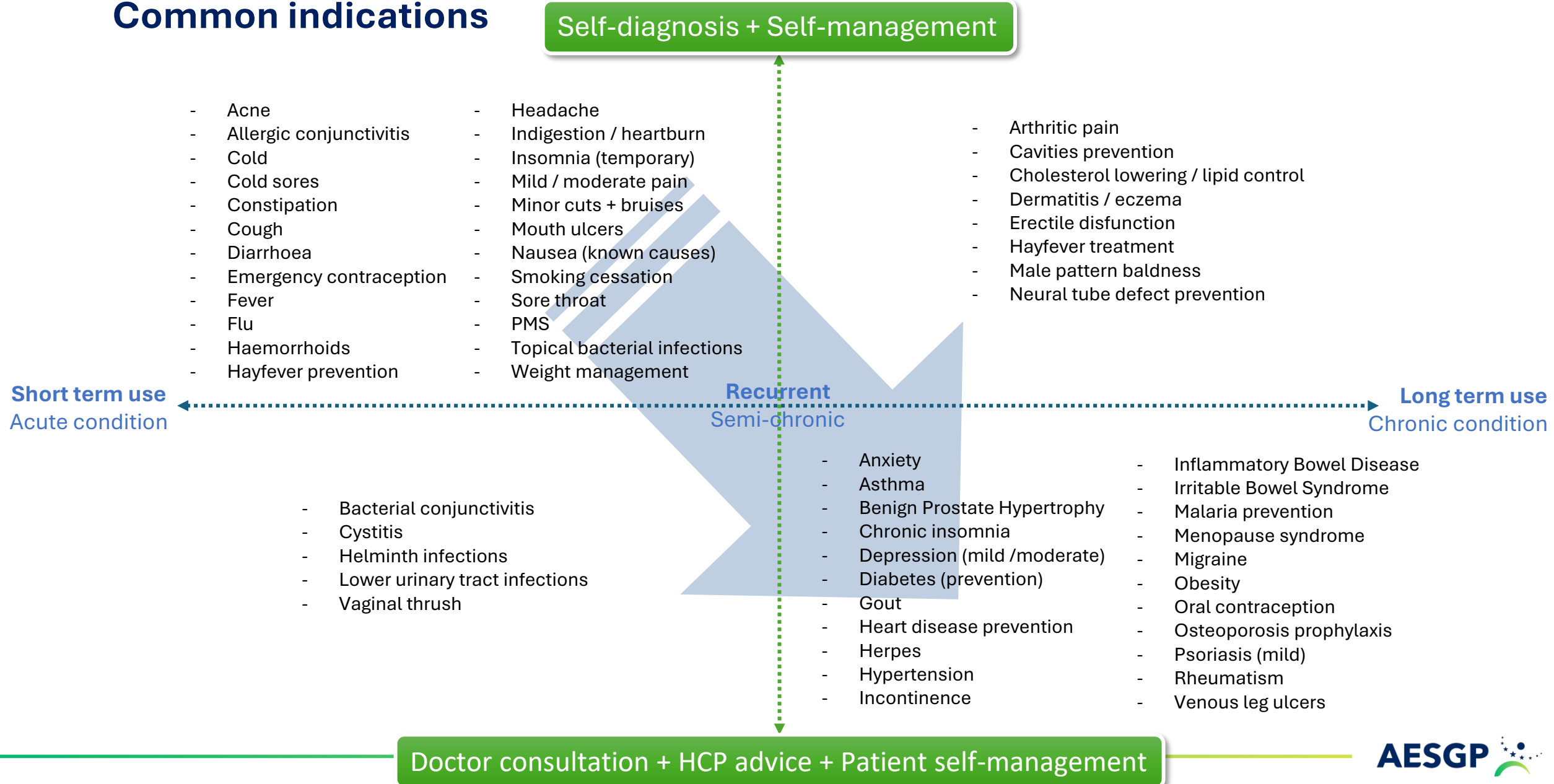
Regulatory transition for safety and sustainability



LIFE CYCLE OF MEDICINES











Common indications



3

Non-Prescription Medicines

An uneven reality

		aciclovir (topical)	calcipotriol	mometasone	omeprazole	sildenafil	sumatriptan
 DE	OTC	Rx	OTC	OTC	Rx	OTC	
 FR	OTC	Rx	Rx	OTC	Rx	Rx	
 IE	OTC	OTC	Rx	OTC	OTC	Rx	
 IT	OTC	Rx	Rx	OTC	Rx	Rx	
 PL	OTC	Rx	OTC	OTC	OTC	Rx	
 SE	OTC	Rx	OTC	OTC	Rx	OTC	
 SP	OTC	Rx	Rx	OTC	Rx	Rx	
 UK	OTC	OTC	OTC	OTC	OTC	OTC	

Social and Economic Value of Self-Care

Self-Care numbers



MEDICINES



4,000+
non-prescription medicines¹ are available
without prescription in Europe.

That's over **200 different pharmaceutical ingredients (INN) and their combinations**. At least 13 switches took place in 10 European countries in 2024.²



4.7 billion
packs of non-prescription medicines³
were sold in Europe in 2024.



1.2 billion
minor health issues per year are self-managed
with the aid of non-prescription medicines

Ailments that are typically self-managed with self-care products include allergies, gastrointestinal disorders, cuts, bites and rashes, cough and cold, and pain.



€34 billion
saved for national health systems and
economies

Non-prescription medicines save money that would otherwise be spent on unnecessary doctor's appointments, on prescribed medication, and on missed work.

FOOD SUPPLEMENTS



1.3 billion
packs of minerals and vitamins⁴
were bought by Europeans in 2024.

MEDICAL DEVICES



2.2 billion
packs of medical devices⁵
are purchased in Europe every year.



2,000+
companies

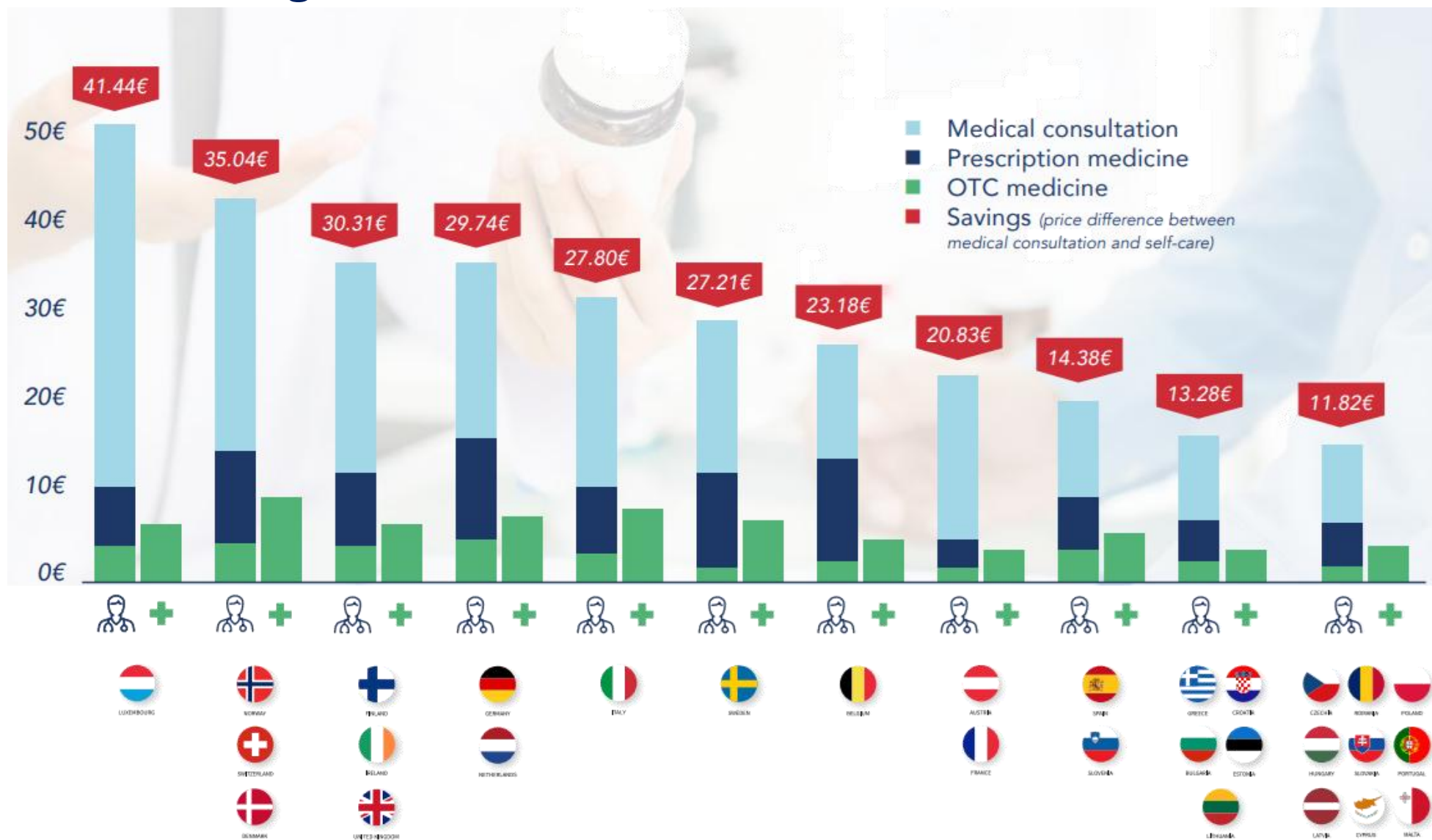
Are active in the self-care/consumer healthcare sector in Europe, half of which are small and medium-sized enterprises (SMEs).



1, 5 IQVIA Consumer Health Data 2022
2 AESGP Ingredient Database 2025

3, 4 IQVIA Consumer Health Data 2024

Costs of solving a self-treatable condition

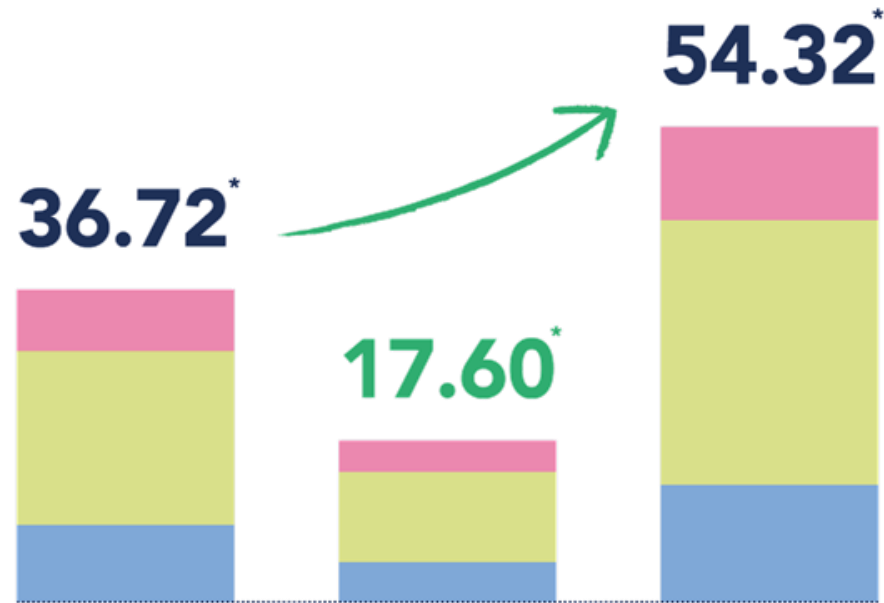


4 Social and Economic Value of Self-Care

Potential savings for health systems

- Saved Medication Cost
- Saved Physician Treatments Cost
- Saved Indirect Cost

*billion €



Status Quo + **48% Potential** = Future



PRESENT savings for individuals and health systems



Each individual would spend, per minor ailment case, an average of **106 minutes** each time travelling, waiting and being treated at the GP.



+120.000

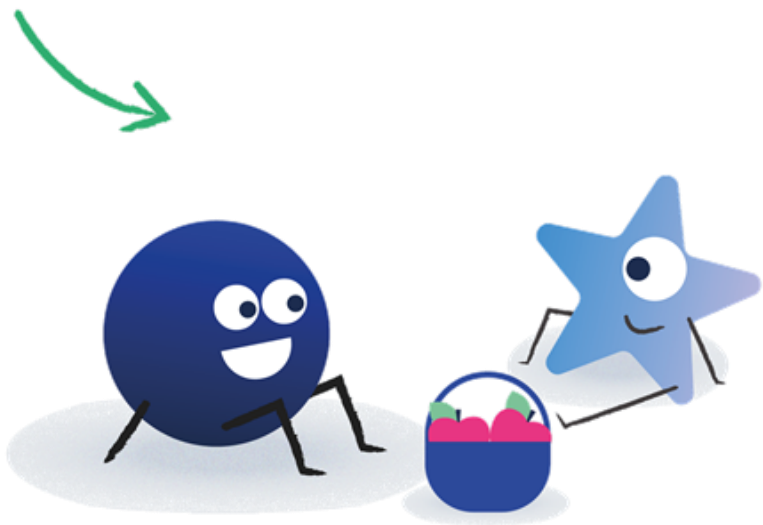
Around **120.000 additional GPs** would be needed in Europe.

OR

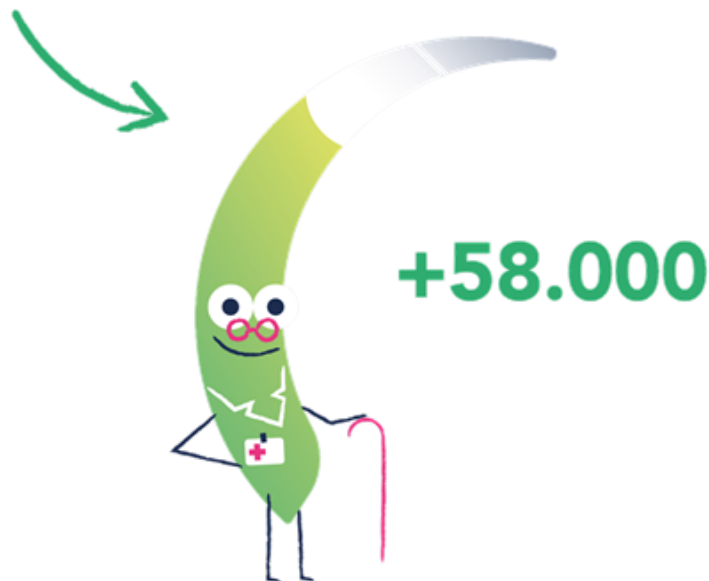


Each GP would have to work an **extra 2.4 hours** each day.

FUTURE savings for individuals and health systems



Collectively, by practising more self-care, the European population would save **1 billion hours** per year in work and/or other activities.



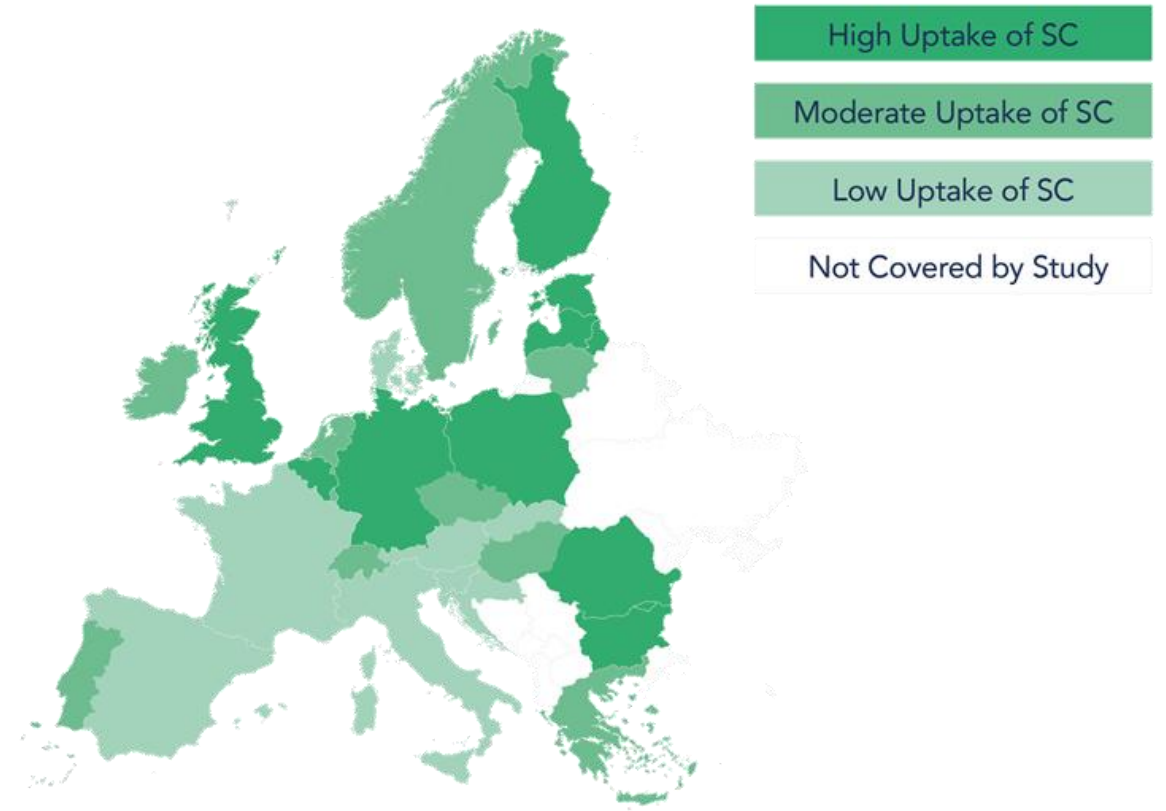
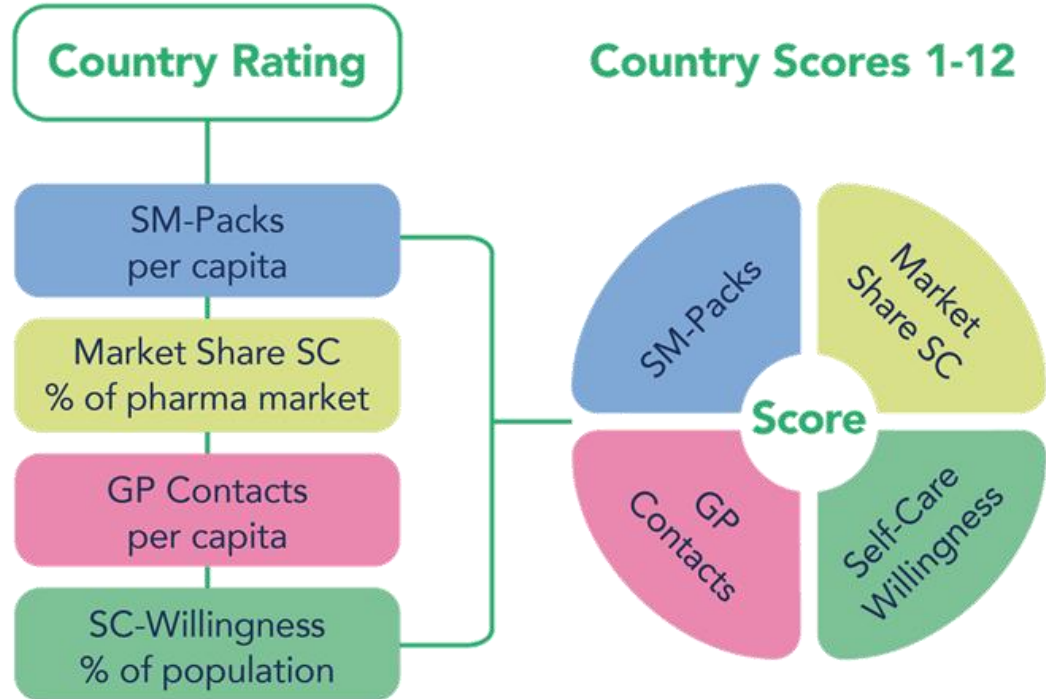
58.000 GPs could be released for other tasks in the health system.

OR

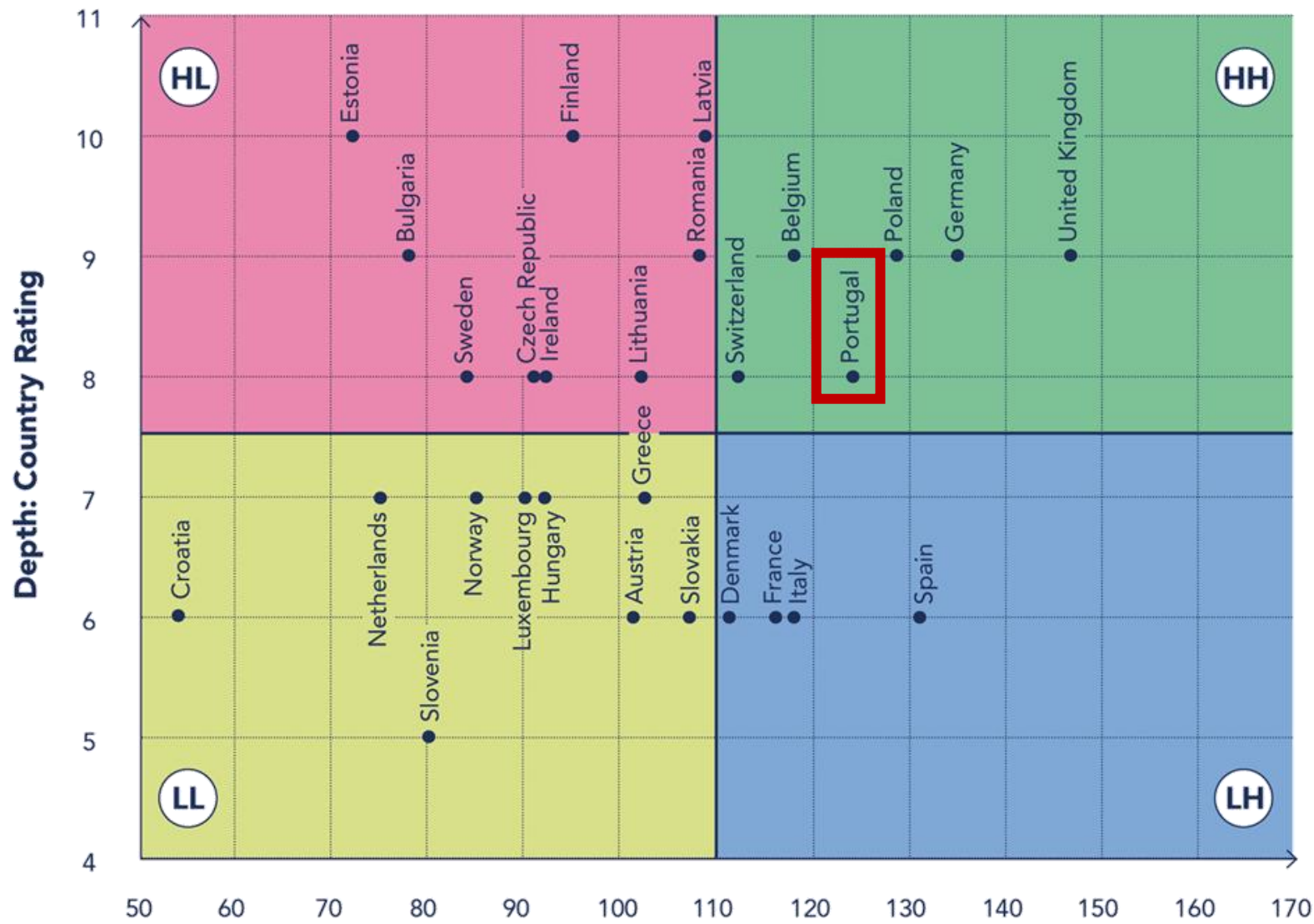


Each GP currently employed in Europe could save around **1 hour per working day**, which could be devoted to patients with more serious health conditions or to other activities.

Assessment of self-care uptake in Europe

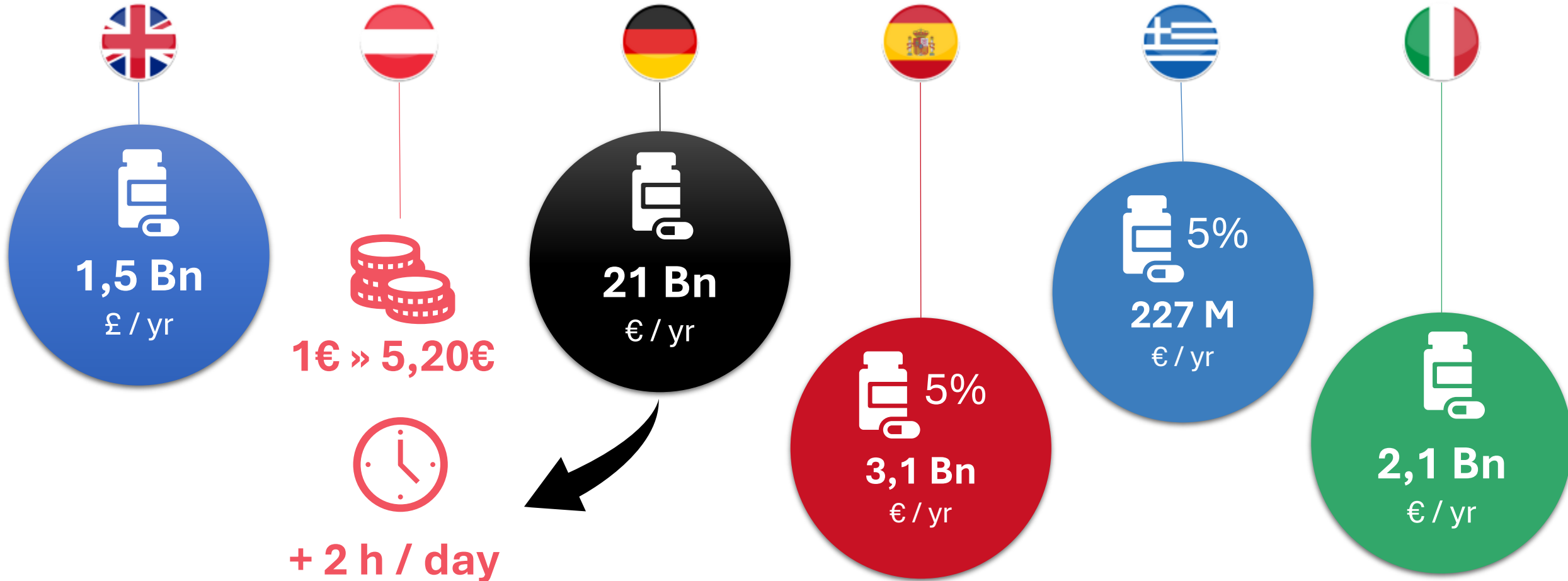


Depth and breadth of self-care in Europe

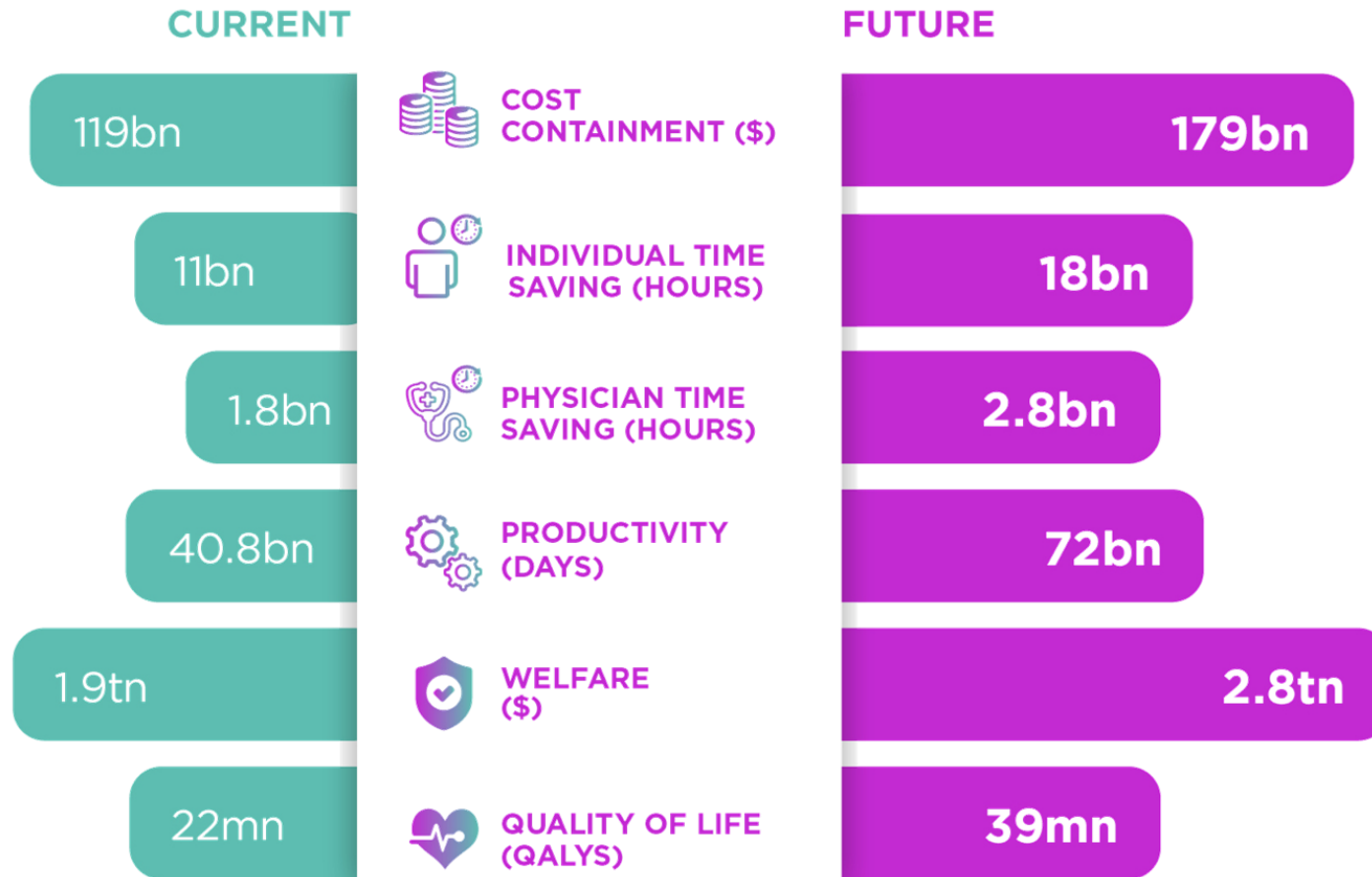


Breadth: Number of active ingredients available without prescription

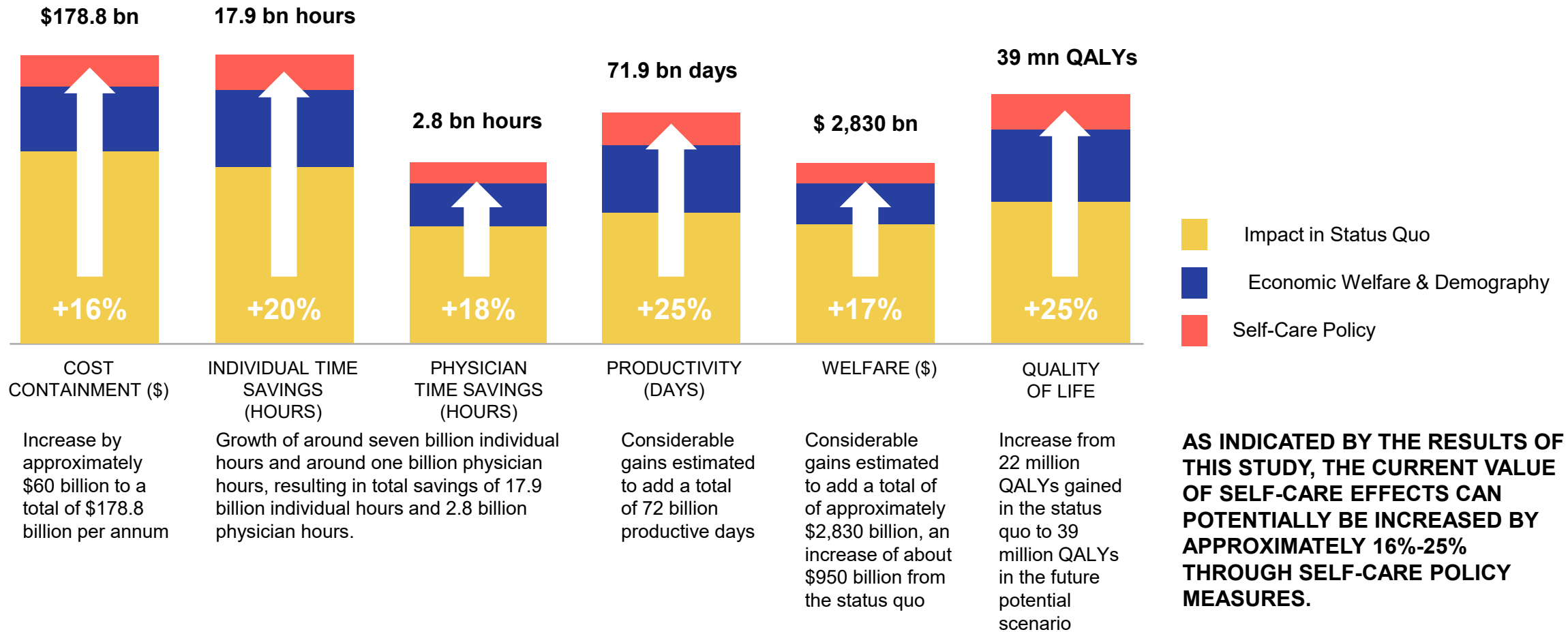
Other studies in Europe



Global savings for individuals and health systems



Global savings for individuals and health systems



Particularities of Self-Care regulation

Umbrella branding



The use of OTC medicines saves the NHS approximately

£6.4 billion

with the potential to save a further

£1.7 billion

by preventing up to

25 million

GP appointments and



5 million

A&E attendances



9 in 10 adults say they feel confident using an OTC medicine to manage their symptoms



77% of respondents stated they would sometimes or always buy branded products to treat themselves

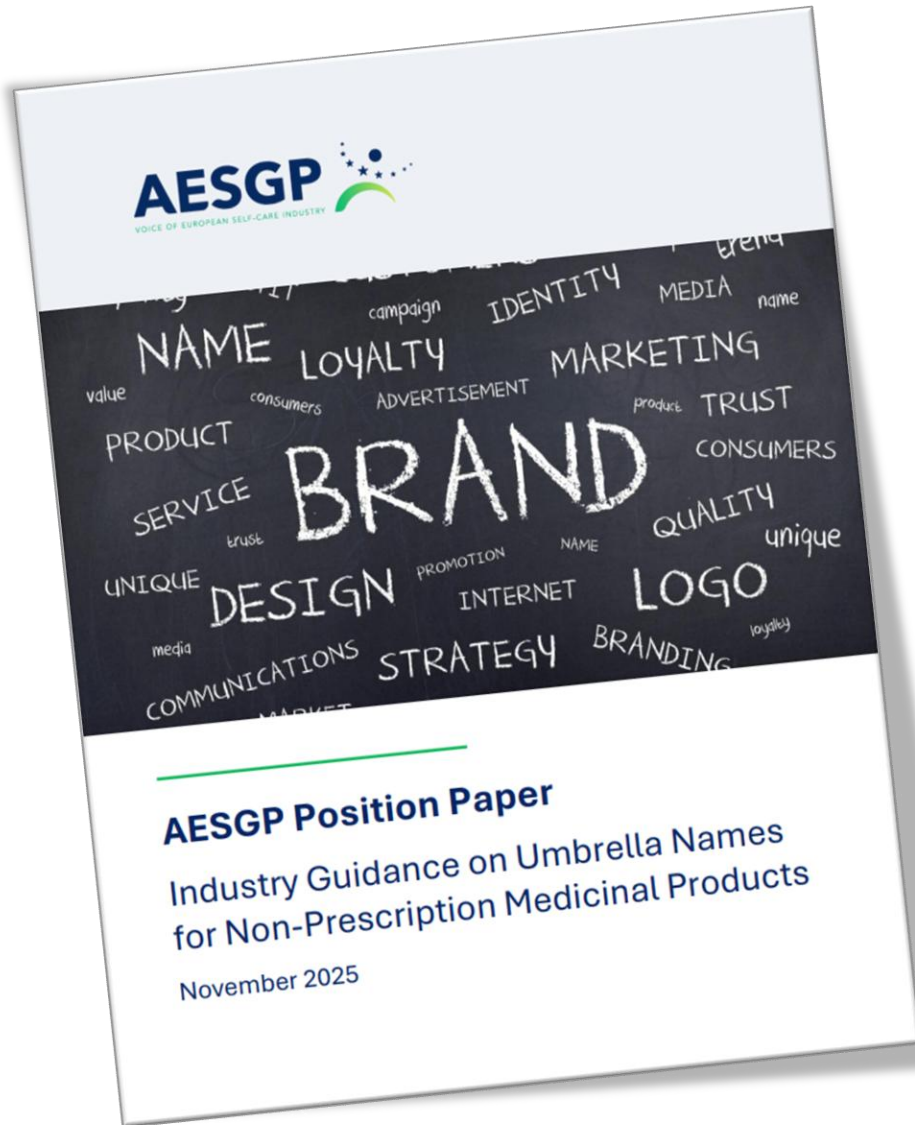


93% of people who buy branded products use the brand name to help them find and pick the right medicine



61% of respondents agreed that trust in a brand influenced their decision to purchase their OTC products

Umbrella branding



User safety comes first

Umbrella branding must never create confusion or misuse

Strong brands help self-care

Recognition, trust and navigation across OTC options

Risk assessments are essential

Especially when actives, indications or users differ

Clear differentiation matters

Names, qualifiers, packaging and design must guide choice

Monitoring doesn't stop at launch

Pharmacovigilance and real-world data are critical



Switches for “other” reasons

VIAGRA CONNECT®

50 mg film-coated tablets (sildenafil)

Pharmacy Consultation Guide

The following has been created as a useful aide-memoire to help determine whether your patient is suitable for Viagra Connect, or whether he should be seen by a doctor for further advice. Use of the Pharmacy Consultation Guide is optional, and you should use your professional judgement to decide when and how to use it. The Essential Information for the Supply of Viagra Connect provides additional background information in relation to the supply of this product.

Repeat supply

If the patient has previously been supplied with Viagra Connect, he should be asked if anything has changed with respect to his health status or medicines usage. There is no need to repeat the questions below prior to resupply in that case. Remind the patient to make an appointment with his doctor as soon as he can within the first 6 months of starting to use Viagra Connect, to ensure that their erection problems are not caused by any serious health condition. If any factors have changed, Sections 2-4 should be reviewed again. The repeat supply tear-off slip (below) can also be given to the man.

1. Who is Viagra Connect for?

Viagra Connect is only intended for men aged 18 years and older who are experiencing erectile dysfunction (ED) (i.e. difficulty in getting and/or maintaining an erection satisfactory for sexual performance). This product must not be supplied to men who do not have ED. It is not essential that the man has a previous diagnosis of ED from their GP/Urologist.

It is important to confirm if the man is already receiving treatment for the condition. Men currently prescribed 50 mg of sildenafil can be supplied this product if they meet the criteria for pharmacy supply, provided they do not take more than 50 mg daily. If the man is using a different dose of sildenafil or another ED treatment, he should be referred to his doctor.

2. Check patient's cardiovascular (CV) health

If the patient answers **YES** to any of the following: **do not supply the product** and refer to the doctor. If you have any reason to consider, based on physical status, the patient should not be using this product, refer to the doctor.

- Y N Has your doctor advised that you are not fit enough for any physical and/or sexual activity?
- Y N Do you feel very breathless or experience chest pain with light or moderate physical activity, such as walking briskly for 20 minutes or climbing two flights of stairs?
- Y N Have you had a heart attack or stroke within the last 6 months?

Additional advice

As well as the physical causes of ED (e.g. cardiovascular disease, diabetes mellitus) you should also consider psychological causes, such as undiagnosed depression, anxiety or excessive alcohol use. Types of medications that cause ED include diuretics, anti-hypertensives, corticosteroids, anticonvulsants and recreational drugs. Whilst it may be appropriate to supply the product, you should provide lifestyle advice and recommend a follow-up with a doctor.



PSP/PROB/201/01

NARZĘDZIE DIAGNOSTYCZNE

UWAGA!
Ten lek MAXON ACTIVE przeznaczony jest do leczenia zaburzeń wzrodu, czyli braku możliwości uzyskania lub utrzymania sztywności prącia wystarczającej do odbycia stosunku. Ten lek jest dla Ciebie, jeżeli jesteś dorosłym (≥ 18. r.ż.) mężczyzną, a problemy ze wzrodem utrudniają Ci współżycie płciowe. Jeżeli nie spełniasz przynajmniej jednego z powyższych warunków, ten lek NIE jest dla Ciebie!

<p>Czy stosujesz leki używane do łagodzenia objawów choroby wieńcowej (dławicy piersiowej, bólu w klatce piersiowej), których przyjmowanie wraz z lekiem MAXON ACTIVE może zagrozić Twojemu życiu?</p> <p>nitrogliceryny (np. Nitrocard, Nitroderm, Nitromint, Nitran, Sustant) izosorbid (np. Efor, Isosorbida koncentrate Vitabalans, Isosorbidi mononitras Accord, Mono Mack, Mononit, Monosan, Oikard, Sorborit) pentazytryl (np. Galpent, Pentazytrylul compoikum) molodominę (np. Molodomin RZF) nikorandyl (np. Argelid, Nicorandi Daxal Pharma)</p>	<p>TAK <input type="checkbox"/> NIE WIEM <input type="checkbox"/> NIE <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>
<p>Czy występują u Ciebie następujące objawy?</p> <p>– ciągu ostatnich 2 miesięcy pojawił się ból za mostkiem w klatce piersiowej</p> <p>– ciągu ostatniego miesiąca zauważyłeś wyraźne pogorszenie samopoczucia</p> <p>zwykła, codzienna aktywność fizyczna (np. mycie się, ubieranie) powoduje duszność, kołatanie serca lub wyraźne zmęczenie</p> <p>często odczuwasz przyspieszone lub nieradne bicie serca</p> <p>często miewasz zawroty głowy, wstawanie omdlenia</p> <p>masz zwykle niskie ciśnienie tętnicze krwi (poniżej 90/50 mmHg)</p> <p>masz zwykle wysokie ciśnienie tętnicze krwi (powyżej 190/90 mmHg)</p>	<p>TAK <input type="checkbox"/> NIE WIEM <input type="checkbox"/> NIE <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>
<p>Czy którakolwiek z poniższych sytuacji dotyczy Ciebie?</p> <p>– w ostatnich 6 miesiącach przeżyłeś zawał serca lub udar mózgu</p> <p>– przeszłości doświadczył u Ciebie do utraty przytomności przy gwałtownej zmianie pozycji ciała</p> <p>– masz skrzywienie prącia, które utrudnia penetrację lub rozpoznaną chorobę Peyroniego (stwardnienie płastyczne prącia)</p> <p>– stosujesz już inne metody leczenia zaburzeń erekcji niż leki zawierające sildenafil</p> <p>– łączysz się z powodu zakażenia wirusem HIV</p> <p>– utraciłeś wzrok w jednym oku w wyniku infekcji przyczyny niż uraz, zakała lub jaskła</p> <p>– rozpoznano u Ciebie dziedziczne zaburzenia funkcji siatkówki oka (takie jak tzn. zwyrodnienie barankowe)</p> <p>– rozpoznano u Ciebie rzadko występujące, dziedziczne nieprawidłowości dotyczące kształtu czerwonych ciałek krwi (tzw. niedokrwistość sierpowatokrwinkowa)</p> <p>– rozpoznano u Ciebie marskość wątroby</p>	<p>TAK <input type="checkbox"/> NIE WIEM <input type="checkbox"/> NIE <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>
<p>Czy obecnie chorujesz na:</p> <p>– chorobę wzrodową, której dolegliwości nasiliły się w ostatnim tygodniu (ból brzucha, nudności, wymioty)</p> <p>– ciężkie zaburzenia krzepnięcia krwi (np. hemofilia)</p> <p>– bielszczykę (choroba nowotworowa krwi)</p> <p>– szpiczaka mnogiego (choroba nowotworowa szpiku kostnego)</p>	<p>TAK <input type="checkbox"/> NIE WIEM <input type="checkbox"/> NIE <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>

przynajmniej 1x TAK lub 1x NIE WIEM

wszystkie NIE

NIE, nie możesz stosować leku MAXON ACTIVE bez konsultacji z lekarzem

TAK, możesz stosować lek MAXON ACTIVE

Przed zastosowaniem leku przeczytaj ulotkę dołączoną do opakowania

PAMIĘTAJ!
Problemy ze wzrodem mogą być wywołane innymi lekami, które przyjmujesz lub innymi chorobami, na które cierpisz. Wskazane leczenie niektórych schorzeń może spowodować ustąpienie zaburzeń wzrodu. Występowanie zaburzeń wzrodu jest również ważną wskazówką dla lekarza, która może pomóc mu w diagnostyce niektórych chorób, w tym chorób serca. Dlatego też w trakcie okresowych wizyt zawsze poinformuj swojego lekarza o problemach ze wzrodem i o tym, że przyjmujesz MAXON ACTIVE.

Narzędzie diagnostyczne, wersja 02 z dnia 28.01.2015



Name

Maxon Active

Contents

Each coated tablet contains 25 mg of sildenafil in the form of sildenafil citrate. Each 25 mg coated tablet contains 1.63 mg of lactose monohydrate. For the full list of other ingredients, see section 6.1 of the Summary of Product Characteristics.

Packaging

PVC/PVDC/aluminium blisters packs
Contents: 2 coated tablets in a carton.

Properties and use

The medicine MAXON ACTIVE should be used by adult men with erectile dysfunction, i.e. the inability to attain or maintain an erection of the penis sufficient enough for sexual intercourse.

In order for MAXON ACTIVE to be effective, sexual stimulation is required.

Use in adults

The recommended dose is 25 mg of sildenafil, to be taken as necessary, approximately an hour before any planned sexual activity. The medicinal product is not recommended to be used more than once daily. If MAXON ACTIVE is taken during a meal, the onset of a reaction may

Advertising in an ever-changing communication world

TRADITIONAL Advertising

Challenges

- **Limited reach** (population, geography, scope)
- Low relevance due to **lack of targeting**
- **Restricted formats** (space, time, slots)
- No possibility to **update content** once released
- Generally **higher costs**

Opportunities

- Reaches **less digitally literate** populations (e.g. elderly, areas with low internet access)
- **Lower risk of misinformation** due to controlled scale
- **Less competition** for consumer attention
- **More space for mandatory** regulatory information (e.g. TV vs mobile)



Advertising in an ever-changing communication world

ONLINE Advertising



Challenges

- **Higher risk of misinformation** if safeguards are insufficient
- Limited space for **legal disclaimers**, especially on mobile
- **User-generated content** beyond company control
- **Global reach** creates compliance and enforcement challenges

Opportunities

- Targeted and **personalised communication** supporting responsible self-care
- **Faster updates** (e.g. correct use, dosage changes)
- **Multiple formats** (search, social media, video, influencers) and **lower costs**
- Enables **innovation**, AI-supported relevance, and real-time engagement
- **Improves access to information**, reporting of adverse events, and **digital health literacy**



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