leading for tomorrow, today

CHPA is leading efforts to shape the future of consumer healthcare.
CHPA VISION

Happier, healthier lives through responsible self-care.

CHPA MISSION

Empower self-care by preserving and expanding choice and availability of consumer healthcare products.
A message from the President and Chairman

CHPA continues to evolve to meet the needs of its membership and shape the environment in which the consumer healthcare products industry operates. In 1999, the board of directors changed the name of the association from the Nonprescription Drug Manufacturers Association (NDMA) to the Consumer Healthcare Products Association (CHPA) in recognition that the member companies were branching out from over-the-counter (OTC) medicines into “new” categories like dietary supplements.

More recently, CHPA has undergone a strategic assessment to position the association to meet the needs of its membership in the decade ahead, reflecting the changes in self-care brought on by changes in technology, consumer preferences, regulation, and the retail environment. This initiative, CHPA 2020, was completed in 2019 and continues the evolution of CHPA to now include consumer medical devices, along with OTC drugs and dietary supplements. CHPA’s evolution as a self-care association aligns with today’s consumer and is consistent with CHPA’s vision of Happier, Healthier Lives Through Responsible Self-Care.

As CHPA formalizes its expansion to a more holistic self-care approach, we will unveil a new association logo, brand identity, and association narrative at our Annual Executive Conference (AEC) in March 2020.

This is an exciting time for consumer healthcare, and CHPA will increasingly be helping to shape policy, educate and connect members, and help grow your business. As leaders of CHPA, we are honored to serve the membership and work to further strengthen the industry, and the association, for growth in the decade ahead.

Scott Melville
President and CEO
CHPA

Gary Downing
Chair, CHPA Board of Directors
Chief Executive Officer
Clarion Brands, LLC
to represent a more inclusive future of self-care

CHPA’s repositioning as an association of self-care companies with core competencies in OTC medicines, dietary supplements, and now consumer medical devices, is unique among trade associations and represents a more holistic approach that aligns with today’s self-care consumer. It provides members with a broader perspective and a single point of representation for consumer healthcare companies.

*CHPA is the only industry association that approaches self-care from this perspective, and this clearly distinguishes us.*
To implement this broader approach, a new organizational structure has been established to create dedicated councils of excellence in OTC medicines, dietary supplements, and consumer medical devices. These councils will fall between the board and the working committees in CHPA’s organizational structure. CHPA councils will serve as incubators of thought leadership for each self-care category, bringing together business leaders in OTC medicines, dietary supplements, and consumer medical devices to discuss issues, recommend policy priorities, and develop and oversee strategic initiatives that will help grow the category. Each council will be led by a volunteer from CHPA’s board of directors, and its work and recommendations will flow up to the association’s board of directors, giving directors broader visibility into each category and aligning association strategy across the three self-care categories. In the years ahead, CHPA will be working to provide increasing value for members through these councils and building out strategies for a meaningful impact.

**CHPA 2020: Your CHPA of the Future**

### A Strategy for Dietary Supplements

For two decades, dietary supplements have been a category of CHPA representation in addition to OTC medicines. Over the past year, CHPA has taken the lead in developing a pan-association legislative and regulatory leadership agenda designed to boost confidence in the dietary supplement category among retailers and consumers, while also providing opportunities for growth and innovation.

For 2020, the board approved a motion to more comprehensively staff and support the dietary supplements agenda at CHPA. Most notably, CHPA will recruit a VP-level executive, with a strong scientific background in supplements, to lead our association’s work in this important and fast-growing self-care category.

### A Strategy for Consumer Medical Devices

For the past two years, CHPA has overseen a consumer medical device (CMD) pilot, which provided an opportunity to learn about the CMD market and support CHPA members’ interests and issues in this self-care category.

Through this pilot, CHPA confirmed there is a need for representation in this category and that CHPA has the capabilities to provide value to its members who manufacture and market CMDs that include traditional devices like oral care, feminine care, and sexual health products, as well as the emerging landscape of digital healthcare devices. The board recognized that important short-term and long-term work can be done to benefit companies in the CMD category and approved the plan to move forward with adding CMDs as a core category of CHPA representation beginning in 2020. A new dues schedule was approved by the board to support this work.

### A Strategy for OTCs

Central to the mission of CHPA, the association remains committed to thoughtfully and deliberately working to provide leadership on issues that will support a vibrant and growing OTC medicine industry. Through CHPA’s regulatory and legislative priorities, staff works tirelessly to preserve and expand choice and availability of OTC medicines.

As we turn to the year ahead, we look forward to actively advancing these efforts.
Dietary Supplements

Convening Supplement Stakeholders in 2019

In May, CHPA joined the American Herbal Products Association (AHPA), the Council for Responsible Nutrition (CRN), the Natural Products Association (NPA), and the United Natural Products Alliance (UNPA)—the trade associations representing the dietary supplements industry—for a joint advocacy day on Capitol Hill. Members of all five trade associations joined forces to educate congressional offices about issues impacting the dietary supplements industry, including funding for the U.S. Food and Drug Administration (FDA) Office of Dietary Supplement Programs (ODSP), the inclusion of multivitamins in the Supplemental Nutrition Assistance Program (SNAP), and regulatory challenges associated with CBD.

For the second consecutive year, the Dietary Supplement Regulatory Summit (DSRS) focused on advancing industry compliance with dietary supplement regulations through in-depth discussions about FDA’s approach to regulatory implementation and enforcement, as well as updates on dietary supplement regulatory and quality issues. The DSRS is a collaboration between AHPA, CHPA, CRN, NPA, and UNPA. Frank Yiannas, FDA’s Deputy Commissioner for Food Policy and Response, was this year’s keynote speaker.

Together with other dietary supplement associations, CHPA meets monthly and lobbies on Capitol Hill to speak with one voice on the economic impact and key issues facing the dietary supplements industry.

CHPA’s President & CEO Scott Melville speaking on the Dietary Supplement Trade Associations Panel during the 2019 Dietary Supplement Regulatory Summit.
Throughout 2019, CHPA submitted comments on a variety of issues that impact the dietary supplements industry.

- On May 16, 2019, Jay Sirois, Ph.D., of CHPA presented at a public FDA meeting held to discuss responsible innovation in the dietary supplements industry.
- CHPA submitted comments to FDA on the “Responsible Innovation in Dietary Supplements” initiative addressing the scope of the definition for a dietary ingredient, exceptions to the requirement for premarket notification of a new dietary ingredient, and proposed pathways to promote compliance with the premarket notification.
- Comments were also submitted on technical and benchmarking documents issued by the Supplement Safety and Compliance Initiative, which seeks to enhance safety, authenticity, and compliance throughout the dietary supplement supply chain while minimizing audit redundancy.
A new Congress provides a great opportunity for CHPA to continue to tell our story about how our industry empowers self-care by preserving and expanding choice and availability of consumer healthcare products. In fact, the first healthcare bill voted on in the 116th Congress was legislation that contained OTC Monograph reform combined with the Pandemic All Hazards Preparedness Act (PAHPA). It was the third time over the past year and a half that OTC Monograph reform passed the House of Representatives, this time by a vote of 401-17.
In June, around the time that the CHPA Board of Directors was busy advocating for OTC Monograph reform on Capitol Hill, the House reintroduced its version of reform, the Over-the-Counter Monograph Safety, Innovation, and Reform Act of 2019 (H.R 3443). Because the House had previously passed OTC Monograph reform legislation as part of a broader bill which was split up in the Senate, the House will have to once again pass the legislation for it to become law.

In October, the Senate HELP Committee took action on OTC Monograph reform, passing the Senate version (S. 2740) of the legislation by voice vote and sending it to the Senate floor for legislative action.

In December, the Senate passed a Monograph reform bill by a vote of 91-2. The bill now returns to the House.

Even with the turmoil in Washington, CHPA will continue to educate Members of Congress and their staff about our industry and to work towards progress on Monograph reform. CHPA will continue our focus on OTC Monograph reform until this legislation is enacted into law.

CHPA has launched a new web page highlighting OTC Monograph Reform. Some key documents are provided as well as a contact link for questions. We will continue to use this page post-passage to announce educational offerings and provide regular updates for those seeking information.

CHPA.ORG/OTCMONOGRAPH.ASPX
HSA/FSA

Restoring OTC Medicine Eligibility in Tax-Preferred Accounts

Flexible spending arrangements (FSAs), health savings accounts (HSAs), and other tax-preferred accounts are valuable programs allowing consumers to save money by setting aside pre-tax dollars in order to pay for qualified health-related expenses.

In early 2019, bipartisan bills known as the Restoring Access to Medication Act (RAMA) were reintroduced in the House and Senate to repeal the OTC provision of the Affordable Care Act (ACA). In the House, longtime RAMA supporter Rep. Ron Kind (D-WI) reintroduced H.R. 1922 with Reps. Grace Meng (D-NY), Jackie Walorski (R-IN), and Darin LaHood (R-IL) as new co-sponsors. H.R. 1922 also includes language that would, for the first time, expand HSA/FSA eligibility to include feminine hygiene products. In October 2019, the House Ways & Means Committee passed the bill by voice vote. The fact that a Democratically-led committee continues to prioritize repealing what was originally a provision of the ACA is noteworthy, as is the fact that the Committee passed RAMA along with a potential financial offset or pay-for. These are testaments to growing bipartisan support and public interest in restoring this important self-care benefit.

On the Senate side, Sen. Pat Roberts, (R-KS) who has also long supported the restoration of the OTC benefit, reintroduced S. 1089 with Sens. Johnny Isakson (R-GA), Angus King (I-ME), and Joe Manchin (D-WV).

CHPA and the growing Health Choices Coalition continue to seek every opportunity to work with Congress to restore this important healthcare provision for consumers.

31% of FSA users say* that tax-preferred status was an important factor in OTC medicine buying decisions.

*A 2019 survey by Visa.

Top Purchases Consumers Would Not Make if FSA Was Not Available

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<thead>
<tr>
<th>Category</th>
<th>2019</th>
<th>2018</th>
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<tr>
<td>Vision Expenses</td>
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<td>45%</td>
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<tr>
<td>Dental Visits</td>
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<td>Routine Doctor Visits</td>
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<td>Sick Doctor Visits</td>
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<tr>
<td>Hospital Visits</td>
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</table>

A 2019 survey by Visa.
Take-Back

Drug take-back issues continue to be top of mind for state legislatures throughout the country with the intent of removing unused, unwanted, and expired medications from household medicine cabinets and into preferred disposal bins. Unfortunately, these bills ignore the growing number of existing voluntary disposal options, thus creating a duplicative system that would increase the cost of healthcare.

Oregon’s new take-back law, for example, will institute a pharmaceutical manufacturer-funded framework for the collection and destruction of unused drugs. CHPA opposed the bill throughout the legislative session, but late in the session when it was clear the legislature would pass the measure, we were successful in holding off an attempt to include a cost apportionment formula which would have adversely impacted the OTC industry. The law became effective January 1, 2020, and the state of Oregon joins California, New York, and Washington with statewide mandatory manufacturer-funded drug take-back laws including OTC medicines.

Other states that considered statewide drug take-back laws in 2019 include Illinois, Maryland, New Jersey, and Maine. CHPA submitted comments to the Maine Department of Environmental Protection (DEP) opposing their recommendation for an extended producer responsibility (EPR) law for pharmaceuticals. Take-back legislation in Illinois, Maine, and Maryland was considered this year but did not pass. The bills in Illinois and Maine will carry over into the 2020 legislative session cycle.

Meanwhile, the state of Indiana passed take-back legislation CHPA supports. H.B. 1246 prohibits localities from requiring a business or other entity to establish or pay for a drug take-back program within their jurisdiction. The bill was signed into law by Governor Eric Holcomb and makes Indiana the 4th state to preempt and supersede local legislation on drug take-back. Similar legislation was enacted by Arizona, Missouri, and Ohio in 2018.

In recent years, drug take-back laws have gained attention and momentum due to their perceived benefit as a solution to the opioid epidemic. Now that most states have enacted legislation addressing opioids, environmental activists are becoming the chief advocates of mandatory drug take-back. CHPA will continue to collaborate with the other trade associations representing the pharmaceutical industry in seeking to limit the burdens of these types of laws.

For a list of medicine disposal sites near you, check out MyOldMeds.com, a new website launched in late 2019.

STOPMEDICINEABUSE.ORG
Preserving Consumer Access & Improving Safe Use

Pseudoephedrine (PSE)

- CHPA defeated all attempts to restrict sales of PSE-containing medications in 2019. In fact, bills were filed in Oregon, Mississippi, and Missouri to lessen existing restrictions rather than to broaden them.
- CHPA’s anti-smurfing education program, which seeks to inform the public about the criminal risks associated with “smurfing behavior,”—illegally purchasing PSE for a meth cook—experienced continued success with multiple events in Michigan.
- Bills were filed in Oregon and Mississippi which sought to repeal existing prescription-only requirements for PSE-containing medications. The Oregon legislation passed both the House and Senate, but ultimately failed when the two chambers could not agree on compromise language. Oregon banned the over-the-counter sale of PSE back in 2006.
- Missouri lawmakers considered overturning more than 80 local level PSE-restriction laws. The Missouri Senate considered legislative language that would have preempted all localities within the state that have prescription-only requirements in place for PSE. Legislators elected not to proceed with this measure but CHPA plans to revisit this proposal in 2020.
- CHPA continued law enforcement trainings and demonstrations of the National Precursor Log Exchange (NPLEx) program in West Virginia.

NPLEx impact

1,600,000
As of December 2019, NPLEx has blocked 1,600,000 boxes of PSE from being illegally sold since January 2019.

4,400,000
That translates to 4,400,000 grams of PSE kept off the streets and potentially out of the hands of criminals.

45,000
Almost 45,000 retailers participate/report PSE purchases to NPLEx nationwide and there are more than 8,400 law enforcement professionals who use NPLEx.
CHPA-Supported Dextromethorphan Age Restriction Bills Advance in States

Legislative progress continued at the state level this year as Texas, Michigan, and West Virginia joined 17 other states that ban over-the-counter sale of medications containing DXM to minors. More than 60% of the U.S. population now lives in a state that has adopted an age restriction policy for DXM-containing medications. Legislation remains alive in Massachusetts and Ohio, and a bill has also been prefiled in Georgia for consideration in 2020.

Bipartisan legislation was once again introduced in the U.S. House of Representatives. The DXM Abuse Prevention Act would establish a national age-18 requirement for the purchase of medicines containing DXM.

Leading the Fight Against Teen Cough Medicine Abuse

CHPA works with the Partnership for Drug-Free Kids/Center on Addiction Coalitions of America (CADCA) to educate teens, engage parents, and activate community members about teen abuse of OTC cough medicine.

7.8 Million parents
Reached via the Stop Medicine Abuse campaign

6.6 Million teens
Engaged via What is DXM campaign

The National Institute on Drug Abuse (NIDA) and University of Michigan’s annual drug abuse survey, Monitoring the Future, released in December shows that the number of teens using OTC cough medicine dextromethorphan (DXM) to get high decreased slightly, and remains at historic lows under 3%. 

STOPMEDICINEABUSE.ORG

Twenty states have banned sales to minors of OTCs containing Dextromethorphan.
to showcase the value of OTC medicines

$146B in annual savings for the US healthcare industry
New Study

Over-the-Counter (OTC) Products Used by Millions of Americans Save the U.S. Healthcare System Billions Annually

Millions of Americans rely on OTC medicines as an accessible and effective solution for commonly occurring conditions. In March 2019, CHPA released a new study, “Value of OTC Medicines to the U.S. Healthcare System,” that found, on average, each dollar spent on OTC medicines saves the U.S. healthcare system approximately $7.20, totaling nearly $146 billion in annual savings.

In partnership with Information Resources, Inc. (IRI), the study examined survey results from more than 5,000 consumers and determined that cost savings due to the availability of OTC medicine come from two major categories: nearly $52 billion in drug cost savings (lower-priced OTCs versus prescription drugs); and nearly $95 billion in cost savings due to avoidance of unnecessary clinical visits.

The study analyzed nine OTC categories to identify the primary contributors of cost savings to the healthcare system. The categories include allergy, analgesics, antifungals, cough/cold/flu, lower GI, medicated skin, upper GI, sleep, and smoking cessation - which represent the majority of OTC medicine purchased in the U.S. Three categories: medicated skin, lower GI, and upper GI, comprised 61% of the total OTC savings, driven primarily by the price difference between OTC products and their prescription counterparts.

The evidence is clear that OTC medicines help ease the tremendous burden on the healthcare system by empowering consumer self-care, thereby allowing over-stretched healthcare practitioners to focus on the diagnosis and treatment of patients with more serious diseases and medical conditions.

For more information, infographics, video, and other materials regarding this research, visit: OVERTHECOUNTERVALUE.ORG
Shaping the Future of Self-Care

With more than 300,000 OTC medicines widely available, the CHPA Educational Foundation is dedicated to helping consumers lead happier, healthier lives through responsible self-care. For more information about this year’s educational programs and activities, you can read the 2019 CHPA Educational Foundation Report, a companion piece to this report.
Promoting OTC Value in the Press

CHPA continues leveraging the new OTC value research to support association priorities. In October 2019, CHPA amplified OTC value messaging inside-the-beltway by utilizing one of our key legislative priorities—the Restoring Access to Medication Act (RAMA) which would restore OTC eligibility under FSA/HSA accounts. The RAMA bill served as a vehicle for broader discussions around the importance of OTC medicines in the health policy arena.

As part of these efforts, President and CEO Scott Melville participated in a national radio tour to promote the value of OTC medicines and explain how the bill could help consumers save money at a time when healthcare costs are on the rise. He conducted a total of 15 national and local radio interviews, reaching an estimated 12 million listeners. CHPA also ran targeted social media campaigns as well as a month-long media partnership with Axios, a public policy focused news outlet, to promote OTC value messages with DC decision makers.

Engaging Media and Stakeholders

CHPA communications efforts span the association’s work and support the advancement of its priorities. Throughout the year, CHPA engages with reporters and editors at national, health, and policy outlets to promote balanced coverage of OTC medicines and dietary supplements, while also showcasing the important role of the category.

In 2019, CHPA’s media team handled issues ranging from:

- Ingredient defense
- Regulatory activities
- OTC Monograph reform
- OTC value promotion
- Consumer access and education

As a result, we secured earned media placements and mentions in key media outlets:

- FDA kicks off review of CBD with 140 people scheduled to testify at first public hearing Friday (CHPA interviewed and quoted)
- The Washington Post FDA launches tougher oversight of supplements (CHPA interviewed and quoted)
- WebMD FDA Proposes Major Changes to Sunscreen Rules (CHPA quoted)
- HealthDay Over-the-Counter Meds Save Health Care System Money (Featured CHPA research)
- HBW Insight Latest Steps in FDA Homeopathy Policy Overhaul Prompt Trade Group Questions (CHPA quoted)
develop strategies on emerging issues

Sustainability

The impact of products like OTC medicines and dietary supplements on the environment, and member company practices related to sustainability, were studied in a survey of CHPA’s board of Directors conducted this year. Reflecting an industry that embraces sustainability, a vast majority (86%) of member companies represented by the board are pursuing sustainability activities, with members citing meeting consumer expectations and creating a positive environment and social change as top reasons for addressing sustainability. In addition to efforts to shape take-back legislation, CHPA is following a significant number of state level packaging bills that could impact our industry in 2020.
**Product Quality**

The quality of ingredients in medicines continues to be a focus area for manufacturers and regulators. Increasing attention is being paid to contaminants, which could be impurities, degradation products, or adulterants. FDA is looking to manufacturers to test for these contaminants and have procedures in place to avoid them. This year, CHPA, working along with USP and FDA, made progress to modernize testing standards of OTC products.

**PROP 65**

**Acetaminophen**

The Office of Environmental Health Hazard Assessment (OEHHA), which administers California’s Proposition 65 law, posted a call-in for data on the possible carcinogenic risk of acetaminophen in March 2019. CHPA formed a task group to respond to this issue and submitted data to OEHHA in May 2019. In September 2019, OEHHA released a document (Hazard Identification Material; HIM) containing information relevant to the assessment which the Carcinogen Identification Committee (CIC) will review to determine whether or not acetaminophen should be listed as a carcinogen and require a special warning statement in labeling.

In November, CHPA submitted an up-to-date review of the scientific evidence based on input from leading experts in the fields of epidemiology, genotoxicity, and animal carcinogenicity. This review found that the weight of the scientific evidence clearly demonstrates there is no causal association between acetaminophen use and cancer. The task group developed messaging and engaged key stakeholders to weigh in against listing acetaminophen. Strong statements were submitted by FDA, the California Dental Association, and other public health groups against listing. The CIC will meet in 2020 to determine if acetaminophen is listed under Prop 65 as a carcinogen.

**OEHHA proposal on level of exposure to chemicals causing reproductive toxicity**

In October 2018, OEHHA announced two proposed amendments to the Proposition 65 regulations addressing the level of exposure to chemicals causing reproductive toxicity in a food product.

These proposals would have created a significant burden for food (dietary supplement) manufacturers by prohibiting averaging of the concentration of a chemical in a food from different manufacturers and requiring use of the arithmetic mean when calculating the reasonably anticipated rate of intake from consumer products. In December 2018, CHPA submitted comments to OEHHA objecting to these proposed changes. In July 2019, OEHHA decided not to move forward with the proposal establishing the arithmetic mean and issued a revised proposal for determining the concentration of a listed chemical in a food product. CHPA signed on to comments submitted by the Grocery Manufacturers Association and the California Chamber of Commerce in August 2019 objecting to the revised proposal. In September 2019, OEHHA withdrew its remaining proposal on prohibition of averaging.
Loperamide

CHPA members created a task group that is strategically focused on educating emergency care professionals, primary care providers, substance abuse counselors, and mental/behavioral health experts about the serious health risks associated with loperamide abuse. CHPA is also working with stakeholders, including FDA, to balance abuse prevention efforts with the critical need to maintain OTC access to this essential anti-diarrheal medicine.

In the first two years, the Loperamide Safety Education Campaign has already generated:

- **7.4M** Impressions
- **15,039** Website Visits
- **1,469** Downloads & Distributions of Materials

DIGITAL ADVERTISING

The task group’s education campaign LoperamideSafety.org utilizes digital advertising to target emergency and mental health professionals, partnerships with third-party groups like the American Association of Poison Control Centers (AAPCC) and the American Society of Clinical Toxicology (ASCT), as well as outreach to caregivers and people at risk for abuse.

CBD

CHPA Urges FDA to Develop a Legal Path for CBD as a New Dietary Ingredient.

CHPA has been active on CBD and hemp oil, calling on FDA to increase enforcement against unapproved drug claims for products with the ingredient, and to establish clear regulatory pathways for CBD as a new dietary ingredient.

CHPA also supports the new drug path for cannabis-derived products that make disease-related claims, either prescription or OTC, which are supported by appropriate evidence with FDA-approved labeling. It’s our belief that FDA and stakeholders should work together to further develop pathways for hemp and CBD-containing products to safely reach consumers.

CHPA spoke on this matter at a FDA meeting and joined other associations in encouraging Congress to help FDA move forward.
Earlier this year, CHPA co-hosted a briefing on CBD for congressional staff, joining the American Herbal Products Association, Council for Responsible Nutrition, Natural Products Association, and United Natural Products Alliance. The briefing, which featured CBD regulatory expert Will Woodlee and Hemp Business Journal founder Sean Murphy, was an opportunity for dietary supplement industry stakeholders to help congressional staff understand the legislative and regulatory challenges in the CBD marketplace.

As consumer interest in CBD products grows, members of Congress are facing increasing pressure to address legal concerns surrounding the marketing of CBD products. CHPA has expressed concern that, with little regulatory oversight, the marketplace offers a vast array of CBD-containing products of varying degrees of quality, an array of unapproved drug claims, and in some cases, fraudulent products. Beyond enforcement, CHPA strongly believes a path is needed to bring CBD-containing dietary supplement products to market legally.

The U.S. Virgin Islands passed a similar ban this year but included the ingredient octocrylene, making the jurisdiction the first in the nation to do so. Statewide bills in California and Florida were introduced; but after CHPA engagement, the bill sponsors in both states ultimately elected not to pursue the legislation. A similar bill has been introduced in Puerto Rico’s legislature. The Florida localities of Miami Beach and Surfside both considered ordinances implementing bans, but ultimately elected to not move forward. Several other Florida localities are rumored to be considering introduction of similar ordinances.

After working together for four months, CHPA and the Personal Care Products Council (PCPC) filed joint comments to FDA regarding the Tentative Final Monograph (TFM) for Sunscreen Drug Products. CHPA and PCPC outlined suggestions that will help the industry advance innovative products that continue to protect consumer health and expand consumer choice. PCPC and CHPA also told FDA that the industry will generate additional safety data for eight ingredients and asked FDA to work with us to develop the testing plan. A key concern highlighted in the comments was the increased testing and labeling requirements, which resulted in a request for two years post final rule to come into compliance.

Both the U.S. House of Representatives and the U.S. Senate have also seen Members of Congress introduce legislation to ban oxybenzone and octinoxate and limit their availability or to include other restrictions. CHPA and our member companies have been regularly educating Congress on the vital role sunscreens play in cancer prevention and discussing the unsettled science that inspired the Hawaii law.

Sunscreen

After the city of Key West, Florida became the first jurisdiction in 2019, and the second overall, following Hawaii, to ban the sale of any products containing oxybenzone and octinoxate, multiple states, territories, and several localities have considered similar measures.
foster a knowledgeable and vibrant community

Maintaining a knowledgeable and vibrant association and industry community is a key association strategic priority. Our members value a place to meet, learn, and network with others who do similar work. CHPA offers annual meetings and conferences throughout the year, where attendees can make new connections, build professional relationships, and explore the challenges and opportunities our industry is facing today.

“AEC is the best conference to see folks within our industry and conduct business. The balance between networking and education is ideal!”

— 2019 AEC ATTENDEE
Annual Executive Conference (AEC)

New this year, in response to member feedback, we made some exciting changes to the Annual Executive Conference (AEC) schedule. The meeting was shortened by one day, while still providing ample networking time and high-impact educational sessions. This year’s conference theme was Leading for Tomorrow: The Evolution of Self-Care.

The meeting opened with the annual leadership session during which CHPA’s Chairman of the Board and President and CEO discussed the state of the industry and shared insights into where the Board of Directors has directed the association to focus its attention during the coming year. All of the education sessions during the conference were designed to inspire attendees to think differently about what their companies need to do to grow and succeed in this rapidly evolving self-care environment.

The CHPA Women’s Leadership Forum (WLF)

The CHPA Women’s Leadership Forum (WLF) formally launched at AEC. CHPA formed WLF to encourage the professional growth of emerging female leaders and to retain critical industry talent. A survey conducted in November 2018 among CHPA manufacturer and associate member companies revealed that respondents were interested in having CHPA foster opportunities for educational programming, facilitate structured networking at CHPA meetings, and deliver professional growth through a mentorship program to empower women in the consumer healthcare industry. The WLF will provide educational, networking, and relationship-building opportunities for CHPA members, encouraging the current generation of female leaders to connect with and mentor the next.

For more information visit chpa.org/WLF.aspx or contact WLF@chpa.org.

empowering women executives in the consumer healthcare industry

2019 CHPA Women’s Leadership Forum
Keech Combe Shetty, CO-CEO, Combe Inc., CHPA Board of Directors
WLF Co-Chair

2019 Annual Executive Conference
(Left to right) Rick Wellinger, The Emerson Group; Jay Borneman, Hyland’s, Inc., CHPA Board of Directors; Jeff Vernimb, Moberg Pharma North America LLC; and Les Hamilton, Hyland’s, Inc.
Marketing Conference

In July, CHPA hosted its second annual Marketing Conference in Wilmington, Delaware. This year’s theme was The New Consumer Journey. This unique event featured sessions that challenged attendees to think beyond their comfort zone, learning from powerful speakers who provided new perspectives and communicated the ‘why’ behind their insights. Attendees accessed tools to help them better understand their audience and market their brands more effectively.

Regulatory, Scientific and Quality Conference (RSQ)

Highest recorded average session ratings!

In May, CHPA’s Regulatory, Scientific and Quality Conference (RSQ) took place in Rockville, MD. This year’s conference theme was Embracing the Future. Attendees participated in a dozen education sessions, exploring a wide range of topics, including incorporating new technologies, innovative ways of thinking, and regulatory developments to advance consumer self-care. CHPA welcomed record-breaking FDA attendance, including FDA’s Chief Scientist Rear Admiral (RADM) Denise Hinton.

“Very relevant and engaging presentations, providing an opportunity for OTC industry to hear directly from the Agency.”

— 2019 RSQ ATTENDEE

2019 Regulatory, Scientific and Quality Conference
(Above) FDA’s Chief Scientist RADM Denise Hinton.
(Left) U.S. Food and Drug Administration’s Michelle Bolek, Theresa Michele, and Chris Shreeve.

Congratulations to Johnson & Johnson Consumer, Inc.’s Renee Daggett on being the ‘Share Your Story Contest’ Winner for the CHPA Marketing Conference!

New this year, CHPA launched its “Share Your Story Contest”! Up-and-coming female consumer healthcare marketing professionals, who had never had the opportunity to attend a CPHA conference, were invited to share their video answer to one of four questions for a chance to win a complimentary registration to the CHPA Marketing Conference, recognition during the conference, and an opportunity to mix & mingle with some of the top marketing executives in the consumer healthcare industry.

2019 Marketing Conference
Michele Muhammad, DSE Healthcare’s Chief Sales and Marketing Officer, with CHPA’s “Share Your Story” Contest winner, Renee Daggett, Johnson & Johnson Consumer, Inc.
Supply Chain Conference

In October, CHPA conducted its second annual Supply Chain Conference in Baltimore, Maryland. This year’s theme was Making Your Supply Chain a Competitive Advantage. Attendees explored what’s next in packaging trends and came away with key learnings on how their companies should prepare for the future of supply chain management, why supply chain management has such a big impact on business, and how to effectively collaborate and share information in real time across their organization.

OTC 101

Built on the knowledge and experience of our staff experts, member company representatives, and outside industry specialists, CHPA’s popular OTC 101 Seminar equips attendees with the information they need to better understand the OTC industry in order to succeed. Attendees explored topics such as FDA oversight of OTC drug products, marketing and advertising OTC products, the Rx-to-OTC switch process, and much more, providing them with a 360-degree view of the consumer healthcare products industry.

“A nice mix of tactical and inspirational content. This year's lineup of speakers was even better than the year before.”

— 2019 MARKETING CONFERENCE ATTENDEE

“The panel discussions really gave me a lot of insight into the thought process of roles that I don’t perform. The dialogue and questions were well formed, and the output was incredibly valuable.”

— 2019 SUPPLY CHAIN CONFERENCE ATTENDEE
CHPA Educational Foundation Gala

CHPA Educational Foundation Expands Gala Awards Program!

Five national consumer healthcare brands were named “grand prize” winners in the U.S. OTC Marketing Awards during the CHPA Educational Foundation’s fourth annual gala at the Plaza Hotel in New York. The CHPA Educational Foundation, which promotes safe and responsible use of over-the-counter (OTC) medicines and dietary supplements, launched the first-ever U.S. OTC Marketing Awards to recognize innovation and strategic marketing expertise in the consumer healthcare products industry across five categories.

Finalists were announced in September, and one grand prize winner for each category was revealed during the foundation’s celebration with more than 300 people in attendance from 95 companies including manufacturers, advertising and marketing agencies, media, and others.

The 2019 U.S. OTC Marketing Award Grand Prize Awardees

**GRAND PRIZE**

**OTC Corporate Social Responsibility Campaign**

Tylenol® "How We Care"

Agency: WPP's The Neighborhood

Accepting the award for Johnson & Johnson Consumer, Inc. is Alyssa McCulla, Associate Brand Manager for Tylenol.

**GRAND PRIZE**

**Best OTC Digital Campaign**

Perrigo®

"Quitting is Better"

Agency: (In-House)

Accepting the award for Perrigo Company is Lynn Lehman, Marketing Director.
“It is exciting to see the high level of consumer insight and innovation that still characterizes marketing in this industry.”

- M’LOU WALKER, CEO, PACIFIC WORLD CORPORATION
“Associations are very much about people. We take the time to visit and speak with our members face-to-face to better understand the challenges they’re facing and how CHPA can support them and provide insight into the future of the consumer healthcare industry.”

— PHYLLIS TAYLOR, SENIOR DIRECTOR, MEMBERSHIP, CHPA
PeopleSuite celebrates being a CHPA member for more than seven years!

With pleasure and pride, CHPA recognizes members marking significant anniversaries this year. This salute emphasizes the importance of the commitment of members to the Association and to the industry.

70 Years
Meredith Corporation

35 Years
B.F. Ascher & Company, Inc.
Bausch + Lomb

25 Years
Cooley Consulting, Inc.

20 years
Pegus Research, Inc.
RLA Collective, A Ruder Finn Company

15 Years
3D Communications, LLC
Alva-Amco Pharmacal Companies, Inc.
Catalina
Lornamead, Inc.
NCI Consulting
Provisor Marketing
Technology Catalysts International Corporation
The Goldstein Group

10 Years
Boiron Inc.
EAS Consulting
Envisage Consulting
Greenwood Group
Palm Beach CRO
Perfecta Products
PLx Pharma Inc.
CHPA Board of Directors

Gary R. Downing, Chair
Chief Executive Officer
Clarion Brands, LLC

Paul Gama, Chair-Elect
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Jeffrey R. Needham, Immediate Past Chair
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President & Chief Executive Officer
Boiron Inc.

Ranjan Chaudhuri
Head of Consumer Health,
Mylan North America
Mylan, Inc.

Keech Combe Shetty
Co-Chief Executive Officer
Combe Incorporated

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WellSpring Consumer Healthcare

Noel Geoffroy
Head of North America Consumer Healthcare
Sanofi Consumer Healthcare

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Gregory W. Bradley
Chief Executive Officer
Foundation Consumer Healthcare LLC

Don Chizek
Vice President, Operations/Customer Service
Li’l Drug Store Products, Inc.

Thomas Corley
Executive Vice President, Chief Global Revenue Officer, President, U.S. Market Catalina

Scott R. Emerson
Partner
DSE Healthcare Solutions, LLC

Jeffery H. Gerchenson
Chairman & Chief Executive Officer
Alva-Amco Pharmacal Companies, Inc.

J.P. Borneman, Ph.D.
Chairman & Chief Executive Officer
Hyland’s, Inc.

Agustin R. Caceres
President & General Manager,
North America
Genomma Lab USA Inc.

Carrie Chomiak
President and General Manager
Avrio Health L.P.

Michael J. Donnantuono
President & Chief Operating Officer
Blistex Inc.
CHPA understands that a fully engaged staff better serves our membership. CHPA staff has five values that define our working environment: Excellence, Integrity, Teamwork, Empowerment, and Development. Our staff is committed to creating a high-performance organization that puts our members first.
upcoming major meetings and events

CHPA Annual Executive Conference
MARCH 22-24, 2020
Ritz-Carlton Orlando, Grande Lakes
Orlando, FL

CHPA Marketing Conference
JULY 20-21, 2020
Loews Philadelphia
Philadelphia, PA

CHPA Regulatory, Scientific & Quality Conference
MAY 12-13, 2020
Hyatt Regency Bethesda
Bethesda, MD

CHPA Educational Foundation Gala
NOVEMBER 18, 2020
The Plaza Hotel
New York City, NY
See you there.