The role of CHPA and the OTC industry is more important than ever in the COVID-19 crisis, as consumers seek to practice responsible self-care and manage self-treatable symptoms at home.

GUIDED BY OUR CORE PRINCIPLES

- **Trust American consumers:**
  To take care of their families’ everyday health needs in a public health crisis

- **Put safety first:**
  So that products are used appropriately, consistent with labels

- **Educate on safe, responsible use:**
  To help families select, use, store, and dispose of consumer healthcare products

- **Emphasize quality:**
  So Americans can trust in the quality of consumer healthcare products

- **Stress responsible self-care:**
  So people with self-manageable symptoms can safely treat themselves to relieve pressure on the healthcare system

- **Work to assure supply chain continuity:**
  For a reliable supply of raw material to make OTC medicines

www.chpa.org/principles.aspx