

# CHPA Delivered Big Wins in 2021!

As we reflect on the challenges of this past year, the pandemic continued to radically reshape consumer attitudes towards health and wellness. At the centerpiece of everything we do is the consumer, and CHPA worked tirelessly to accelerate the self-care industry forward by supporting its members and continuing to help ensure fair and equal access to consumer healthcare products.



## INVESTING IN LEADERSHIP CHPA Welcomes...



**Michelle Wang Goodridge** as board chair of the association!



**Duffy MacKay** as CHPA's Senior Vice President, Dietary Supplements!

## Strengthening the Voice of the Industry



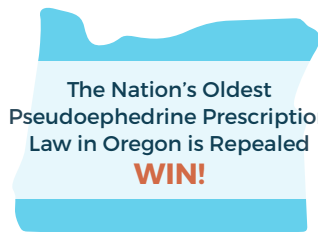
CHPA Welcomes 34 New Consumer Healthcare Manufacturers and Associate Members



## Boots on the Ground on Behalf of Members



Ohio Becomes 21st State to Adopt Age-18 Sales Law for Cough Medicine  
**WIN!**



The Nation's Oldest Pseudoephedrine Prescription Law in Oregon is Repealed  
**WIN!**



Mississippi Governor Signs Bill Returning PSE to OTC Status  
**WIN!**



CHPA Defeated Adverse Legislation in Oklahoma on Purchase Limits for Loperamide  
**WIN!**

## ✓ PRIORITIES PUSH! Leadership in Action

### SWITCH

CHPA convenes regulators, industry experts and stakeholders in conversations around Rx-to-OTC switch.

### HSA-FSA

CHPA's meetings with lawmakers leads to introduction of bipartisan legislation H.R. 5214, that would ultimately provide HSA/FSA benefit for dietary supplements.

### DEVICES

CHPA spurs FDA's creation of new website for OTC medical devices designed to assist manufacturers who are seeking approval or clearance of devices sold directly to consumers.

### CBD

Scott Melville advocates for a CBD pathway on Capitol Hill as the House introduces CBD legislation H.R. 841 and the Senate introduces S. 1698.

### COUNTERFEIT

CHPA supports bills before Congress to crack down on counterfeit or diverted goods in e-commerce to ensure the integrity of the online marketplace.

### EPR

CHPA is leading the charge to limit Extended Producer Responsibility (EPR) bills around packing in states.

## CHPA's Relationship with FDA is Stronger than Ever!

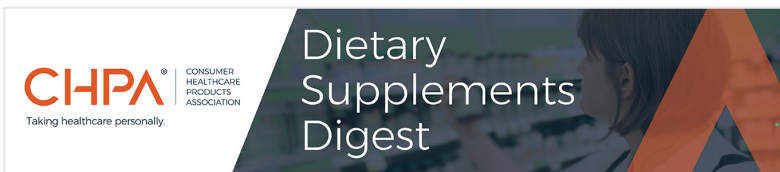
- CHPA influences FDA's withdrawal of temporary guidance documents allowing non-GMP manufacturers to produce hand sanitizer, improving product quality .
- CHPA successfully manages implementation of first user fees under OMUFA, including training for members.
- CHPA contributes industry feedback to FDA for proposals to eliminate nitrosamine impurities.

 **LAUNCH!** Hear from Self-Care Industry Thought Leaders & CHPA Staff in a Whole New Way!

CHPA launches newly re-designed *Weekly Voice*, and introduces the *Dietary Supplements Digest* newsletter.



**SUBSCRIBE NOW!**



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 **CHPA Podcast**  **Takes on Issues and Trends in Consumer Healthcare**

Season 1 featured 12 episodes, bringing listeners' stories and insights from staff, industry thought leaders, and those who pioneered some of the brands we know and love.



**LISTEN NOW!**



 **RESEARCH AND STUDIES**

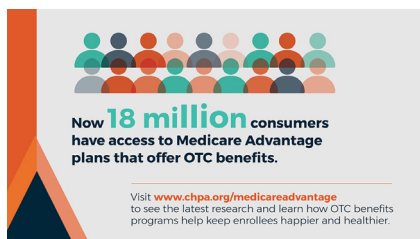
**IRI and CHPA Explore How Self-Care Has Changed During COVID-19**

**DOWNLOAD THE REPORT!** 



**Medicare Advantage Study**

CHPA commissioned a first-of-its-kind study on the OTC benefit in Medicare Advantage plans. The study highlights OTC benefits as a means for health plans to improve customer satisfaction and engagement. [Read the Report](#) 



 **Your Association in the Media!**

**POLITICO** 

**1,740 total mentions**   
in trade & national news outlets

**230 original stories**



**LAUNCH!** The CHPA Educational Foundation launched an **Interactive Supplement Facts Label** to improve consumer knowledge and understanding of how to safely use dietary supplements.



**WIN!** In partnership with the CDC's PROTECT Initiative and FDA, the CHPA Educational Foundation championed a **photo shoot**, creating a library of diverse images that accurately depict safe liquid medication dosing practices.



**PRIORITIES PUSH!** **Health Literacy: The CHPA Educational Foundation commissioned qualitative interviews** with 60 low health literacy individuals to identify potential interventions to empower decision-making for safe and responsible use of consumer healthcare products.



**LAUNCH!**  
**A Pathway Forward | DEI**

**LEARN MORE!** 



Tap into [our website](#)  to learn about CHPA's progress in DEI. Find the official CHPA DEI **Policy Statement** and **DEI Resource Guide**  to help build your company's DEI programs.

**WE'RE BACK!**  
Hybrid Events & CHPA Academy



**2021 | CHPA  
Annual Self-Care Leadership  
Series & Summit**



As part of its inaugural Self-Care Leadership Series & Summit (SLS), attendees heard directly from Dr. Scott Gottlieb as he shared his ideas for working with the agency to enable growth and disruption in our industry, specifically as it relates to dietary supplements regulation, and, the future of Rx-to-OTC switch.

**Virtual 2021  
Regulatory, Scientific  
& Quality Conference**  
REGISTER TODAY > September 9-10  
CHPA

**Record-  
Breaking  
FDA  
Participation!**

"In a typical year, more than 240 million Americans use over the counter drugs. They play an important part in helping the public manage and deal with basic healthcare needs, and in many cases allow people to take greater control of their own health. The pandemic has altered this equation, and this means CHPA members have an opportunity to play an even more important role in addressing the public's healthcare needs."

-Janet Woodcock, M.D., Acting Commissioner, FDA, addresses RSQ 2021 attendees.



**CHPA Educational Foundation  
6th Annual  
gala  
2021**

CHPA EDUCATIONAL FOUNDATION | 11.17.2021 | The Plaza, NYC | Featuring the U.S. Self-Care Marketing Awards

**More than  
50 outstanding  
entries received  
for the U.S.  
Self-Care  
Marketing  
Awards!**



2021 | CHPA | JULY 28, AUGUST 4, AND AUGUST 11 AT 2PM ET | REGISTER TODAY!

**MARKETING CONFERENCE**

THE CHANGING LANDSCAPE OF COMMERCE: **LEARN, ADAPT & WIN**

"If you are a key player in the consumer healthcare space, taking advantage of being in an environment at CHPA Meetings where competitors come together as collaborators is imperative."  
- Jason Kahner, Grey Group

**13  
CHPA  
Academy  
Webinars**

**Mark Your Calendars to  
Join Us Next Year!**

For more information on CHPA's 2022 Self-Care Leadership Summit (SLS) and all upcoming CHPA events [click here >>](#)