I write in support of the proposed change to NSAID labelling. As a pharmacist with many years’ experience in a variety of sectors, I have witnessed a worrying lack of awareness of the potential harms of NSAIDs and your proposals are a step in the right direction to help address this.

I would however also suggest that you consider using this opportunity to add another important advice point to labelling requirements.

Paracetamol products already make some reference to not using multiple products containing this active ingredient, but no similar statement exists for NSAIDs. Consumers may be unaware that combining NSAIDs is inappropriate and potentially harmful, they may make the assumption that as the active ingredient (in say 'Nurofen' and 'Voltaren') is different they are OK to combine, when they are clearly not. Several years ago a new C&A label (19a) was introduced for pharmacists to consider using when dispensing systemic NSAIDs for this reason. Whilst I do not feel that the wording chosen for this is as clear as it should be, this was a well intentioned move, but clearly does not address the similar risk with OTC options.

The importance of this issue has become more so in recent years with the explosion of new formulations of NSAIDs, in particular ibuprofen and the Nurofen range. I have had personal experience of patients wishing to obtain multiple products in the Nurofen range, assuming that as the packaging is different (Migraine Pain / Period Pain etc) they actually are different, when they are not.

I would therefore propose that you also consider adding a label to packaging of OTC NSAIDs that clearly states that use of multiple NSAIDs should be avoided due to the increased risk of adverse effects. Clearly the exact wording would need to be clearly thought out with consumer input, but this should not be an insurmountable barrier to addressing this important safety issue.