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“Totally Unacceptable” – Industry, Experts React To EU OTC Antimicrobial Reverse-Switch Proposal

by [David Ridley](#)

HBW Insight asked European consumer healthcare trade associations and experts for reactions to the news that OTC antifungals, like treatments for athlete's foot, and OTC antivirals, like cold sore creams, could soon become prescription-only within the European Union.

OTC antifungals, like treatments for athlete's foot, and OTC antivirals like cold sore creams could soon become prescription-only within the European Union, according to the European Commission.

New “prudent use” rules proposed by the Commission as part of its reforms to EU pharmaceutical legislation include placing OTC antimicrobials under prescription status within the region, revealed the EC's Olga Solomon at the AESGP's Annual Meeting in Paris, France on 23 May. (Also see "[AESGP Annual Meeting: OTC Antifungals, Antivirals Could Become Rx In EU](#)" - HBW Insight, 24 May, 2023.)

In this article, we compile reactions to the news from European OTC trade associations, including Germany, the Netherlands, France, Austria and Switzerland, as well as from global switch expert Natalie Gauld.



Hubertus Cranz
 Director General, German
 medicines manufacturers'
 association, BAH

“Antifungals and antivirals for external use have been for decades an established part of selfcare. They help millions of sufferers, who often look for relief at short notice. To put all these products under prescription is totally unacceptable. The certainly well intended proposal for the revision of the European Union pharmaceutical legislation has to be amended during the legislative procedure in European Council and Parliament. BAH is confident that in light of the scientific profile and the socioeconomic value of these products common sense will prevail at the end.”



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