

**Date:** 20 May 2026

**To:** Professor Fiona J Wilcox, HM Senior Coroner Inner West London

**From:** [REDACTED], Legal & Compliance Lead Counsel UK&I and Nordics

**Subject:** Coroner's Regulation 28 Report - Haleon Response

**Via email**

Dear Professor Fiona J Wilcox,

I write on behalf of Haleon UK Trading Limited in response to the Regulation 28 Prevention of Future Deaths Report. Our response addresses those matters of concern that relate to Haleon and Piriton-branded products, given the references to Piriton included within the report. We recognise the seriousness and sensitivity of this matter, and offer our deepest sympathies to the family and all those affected.

## **1. Product identification and inquest conclusion**

We note that the Report is not conclusive about the specific product that was administered to the infant. We also note that the Coroner's investigation records the cause of death as unexplained, and that no further product-identifying information is provided to establish that a Haleon product was involved.

For completeness, we also note that the active ingredient name is not the same as the brand name. In particular, chlorphenamine (also known as chlorpheniramine) is the relevant active ingredient in Piriton-branded products as well as other branded and generic antihistamine products; however references to "trade name usually piriton" do not, of themselves, confirm either the product or the active ingredient administered.

## **2. Consumer information, suitability and age**

Without commenting on the specific circumstances of the case, we would reiterate the following points:

- Before taking or giving any medicine, consumers should always read the product label carefully and seek advice from a healthcare professional if they are unsure whether a product is suitable.
- Chlorphenamine-containing products, such as Piriton Syrup, are not intended for children under 12 months, while Piriton Allergy Tablets are not intended for children under 6 years old. In the UK, Piriton products are pharmacy only medicine, meaning the products are



only sold under the direction of a pharmacist, offering suitable advice and directions for use at the point of purchase.

- In compliance with applicable regulatory standards, Piriton products in the UK include clear dosing and age-range instructions. For example, Piriton Syrup includes leaflet statements such as "*Do not take more than the recommended dose*" and "*Do not give to children under 12 months.*"

**Actions taken:** Haleon has completed a focused review of how the relevant age restriction messaging is presented across UK-facing materials within its control (e.g., the outer packaging, product label, patient information leaflet, product website).

**Conclusion:** All Haleon's labelling conform with the UK Human Medicines Regulation 2012 and relevant guidelines from the Medicines and Healthcare products Regulatory Agency (MHRA) - and Haleon is continuously committed to compliance with current and updated legislations.

### 3. Safety reporting and ongoing safety oversight

**Actions taken:** In line with pharmacovigilance reporting obligations and internal processes, we have created a safety report with the information available to us from the Coroner's Report, notwithstanding that it has not been established that a Haleon product was administered, and no further information is provided in the Report to confirm product identification.

**Ongoing:** Product safety is one of Haleon's primary priorities. We keep the safety of our products and related risk communications under continuous review in accordance with our governance processes and applicable regulatory requirements.

### 4. Closing

Product and consumer safety are our utmost priorities, and we trust the above addresses the matters of concern relevant to Haleon that are raised in the report. We also kindly suggest that the Medicines and Healthcare products Regulatory Agency is the correct addressee regarding calls for product labelling changes. If you require any further information or clarification, please let us know and we will respond promptly.

Yours sincerely;



Legal & Compliance Lead Counsel UK&I and Nordics  
For and on behalf of Haleon UK Trading Limited

