

PK Consumer Health Names Neil Lister CEO

NEW YORK, Sept. 28, 2026 — PK Consumer Health (“PK”), a European consumer health group comprising Lucovitaal, Puhdistamo and HealthAid, and backed by Avista Healthcare Partners, has appointed Neil Lister as Chief Executive Officer.

Lister brings more than 25 years of experience across consumer health and consumer goods, including senior leadership roles at Perrigo, Omega Pharma and Procter & Gamble. He has led businesses across Europe and other international markets, with experience spanning brand building, commercial growth, innovation and business transformation.

“I’m delighted to join PK Consumer Health and have already been hugely impressed by the businesses, brands and people across the Group. Lucovitaal, Puhdistamo and HealthAid each have strong identities, entrepreneurial cultures and significant opportunities for further growth,” said Lister. “Our ambition is to build on what makes each of these businesses successful, while leveraging the scale and capabilities of the wider Group to create additional value. There is a tremendous opportunity to grow our brands, accelerate innovation and digital commerce, and bring more great consumer health products to more people and markets.”

“Neil has spent his career building resilient consumer health brands and businesses across international markets, and brings deep commercial and operational experience to PK,” said Tom Dean, Chairman of Avista Healthcare Partners. “PK comprises three strong businesses with significant opportunities ahead of them. Neil is the right leader to help the team capture those opportunities, build on the entrepreneurial strengths of each business and lead PK through its next phase of growth.”

Lister’s appointment comes as PK enters its next phase of development, focused on accelerating organic growth across its existing businesses, strengthening group-wide capabilities and selectively pursuing additional growth opportunities in the European consumer health market.

About PK Consumer Health

PK Consumer Health is a European consumer health group comprising PK Benelux and its flagship Lucovitaal brand, Puhdistamo in Finland and HealthAid in the UK.

The Group develops and markets vitamins, minerals, supplements and other consumer health products across drugstore, grocery, pharmacy and e-commerce channels. Its businesses combine strong local market positions with capabilities spanning product innovation, digital commerce and international distribution.

PK also supplies white-label and private-label medical devices to customers in more than 30 countries.

About Avista Healthcare Partners

Avista Healthcare Partners, founded in 2005 by [Thompson Dean](#) and [David Burgstahler](#), is a leading New York-based private equity firm with over \$10 billion invested in more than 50 growth-oriented healthcare businesses globally. Avista partners with businesses that feature strong management teams, stable cash flows and robust growth prospects – targeting healthcare product and technology businesses with clear scale potential across four sub-sectors experiencing strong tailwinds. The team is supported by a group of seasoned Strategic Executives enhancing the entire investment process through strategic insight, long-term value and sustainable businesses. For more information, visit www.avistahealthcare.com and follow Avista on [LinkedIn](#).