
STATUTORY INSTRUMENTS

1994 No. 1932

MEDICINES

The Medicines (Advertising) Regulations 1994

Made - - - - - *18th July 1994*
Laid before Parliament *19th July 1994*
Coming into force *9th August 1994*

THE MEDICINES (ADVERTISING) REGULATIONS 1994

PART I

GENERAL

1. Citation and commencement
2. Interpretation

PART II

Advertising—General

3. Prohibition of advertisements for unlicensed products
4. Duties of licence holders

PART III

Advertising to the Public

5. Scope of Part III
6. Prohibition of advertisements referring to specified diseases
7. Prohibition of advertisements for medicinal products on prescription only
8. Prohibition of advertisements relating to certain medicinal products
9. Prohibition of certain material in advertisements
10. Form and content of advertisements
11. Exception for approved vaccination campaigns
12. Prohibition of supply of medicinal products to the public

PART IV

Advertising etc. to Health Professionals

13. Scope of Part IV

Status: This is the original version (as it was originally made). This item of legislation is currently only available in its original format.

14. Advertisements to health professionals
15. Audio-visual advertisements
16. Abbreviated advertisements
17. Exception for promotional aids
18. Written material accompanying promotions
19. Free samples
20. Medical sales representatives
21. Inducements and hospitality

PART V

Registered Homoeopathic Medicinal Products

22. Advertisements for registered homoeopathic medicinal products

PART VI

Offences

23. Offences

PART VII

Revocations, Amendments and Transitional Provision

24. Revocations and amendments
25. Transitional provision
Signature

SCHEDULE 1 — Diseases in Respect of which Advertisements to the Public are Prohibited

SCHEDULE 2 — Particulars to be Contained in Advertisements to Health Professionals

1. The licence number of the medicinal product.
2. The name and address of the holder of the product...
3. The supply classification of the medicinal product, specifying whether the...
4. The name of the product, and a list of the...
5. One or more of the indications for the product consistent...
6. A succinct statement (where relevant) of the entries in the...
7. A succinct statement of the entries in the summary of...
8. A warning issued by the licensing authority under Part II...
9. The cost (excluding value added tax) of either a specified...
10. The particulars contained in paragraphs 6, 7 and 8 shall...

SCHEDULE 3 — Particulars to be Contained in Abbreviated Advertisements

1. The name and address of the holder of the product...
2. The supply classification of the medicinal product, specifying whether the...
3. The name of the product, and a list of the...
4. A form of words which clearly indicates that further information...

SCHEDULE 4 — Conditions for the Supply of Free Samples

1. Samples shall be supplied on an exceptional basis only.
2. A limited number only of samples of each product may...

Status: This is the original version (as it was originally made). This item of legislation is currently only available in its original format.

3. Samples shall be supplied only in response to a written...
4. Suppliers of samples shall maintain an adequate system of control...
5. Every sample shall be no larger than the smallest presentation...
6. Every sample shall be marked “free medical sample—not for resale”...
7. Every sample shall be accompanied by a copy of the...

SCHEDULE 5 — Particulars which may be Contained in Advertisements for
Registered Homoeopathic Medicinal Products

1. The scientific name of the stock or stocks followed by...
2. The name and address of the holder of the certificate...
3. The method of administration and, if necessary, route.
4. The expiry date of the product in clear terms (stating...
5. The pharmaceutical form.
6. The contents of the sales presentation.
7. Any special storage precautions.
8. Any special warning necessary for the product concerned.
9. The manufacturers batch number.
10. The registration number allocated by the licensing authority preceded by...
11. The words “homoeopathic medicinal product without approved therapeutic indications”.
12. A warning advising the user to consult a doctor if...

Explanatory Note