
STATUTORY INSTRUMENTS

1994 No. 1932

The Medicines (Advertising) Regulations 1994

PART II

Advertising—General

Prohibition of advertisements for unlicensed products

3.—(1) Subject to paragraph (2), no person shall issue an advertisement relating to a relevant medicinal product in respect of which no product licence is in force.

(2) This regulation shall not apply to any advertisement relating to a registered homoeopathic medicinal product.

Duties of licence holders

- 4.** Any person who holds a product licence relating to a relevant medicinal product shall—
- (a) establish a scientific service to compile and collate all information, whether received from medical sales representatives employed by him or from any other source, relating to that product;
 - (b) ensure that, in relation to any such product which medical sales representatives promote, those medical sales representatives are given adequate training and have sufficient scientific knowledge to enable them to provide information which is as precise and as complete as possible about that product;
 - (c) whenever required to do so by the licensing authority, furnish particulars of any advertisement or proposed advertisement for which he is responsible relating to that product, including particulars as to the contents and form of the advertisement, the method of dissemination and the date of first dissemination; and
 - (d) ensure that, in relation to an advertisement relating to that product, any decision taken by the licensing authority is immediately and fully complied with.