

CONTROL OF HEALTH RELATED ADVERTISEMENTS

WHAT IS ADVERTISEMENT?

Under the Medicines (Advertisement and Sale) Act 1956, "advertisement" includes any notice, circular, report, commentary, pamphlet, label, wrapper or other document, and any announcement made orally or by any means of producing or transmitting light or sound.

Examples of advertisement:

- Advertisement in TV/radio, talk show, TV/radio's programme slots
- Advertisement in magazine, newspaper, pamphlet, bunting, banner etc
- Advertisement on billboard, vehicle etc
- Testimony, advertorial

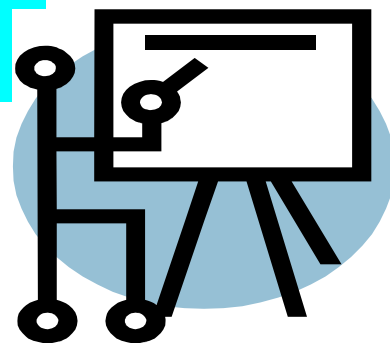
All advertisements pertaining to medicines, appliances, remedies, skills and services related to medical claims must be approved by the Medicine Advertisements Board (MAB)

Why advertisements should be controlled? To avoid:

- *Misleading advertisement*
- *Advertisement of unregistered product*
- *Advertisement of unapproved indication*
- *Advertisements with exaggerated claims*

Prohibited Advertisements:

1. 20 prohibited diseases
2. Practicing contraception
3. Improving the condition/functioning of the human kidney or heart
4. Improving sexual function/performance of human beings
5. Advertisement relating to abortion



20 DISEASES PROHIBITED TO BE ADVERTISED

[MEDICINES (ADVERTISEMENT & SALE) ACT 1956]

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| 1. Diseases or defects of the kidney | 10. Deafness | tion or impotency |
| 2. Diseases or defects of the heart | 11. Drug addiction | 19. Venereal disease |
| 3. Diabetes | 12. Hernia or rupture | 20. Nervous debility or other complaint or infirmity, arising from or relating to sexual intercourse |
| 4. Epilepsy or fits | 13. Diseases of the eye | |
| 5. Paralysis | 14. Hypertension | |
| 6. Tuberculosis | 15. Mental Disorder | |
| 7. Asthma | 16. Infertility | |
| 8. Leprosy | 17. Frigidity | |
| 9. Cancer | 18. Impairment of the sexual func- | |

What you should know about healthcare advertisement:

- Advertisements approved by the MAB will display an approval number (e.g.KKLIU1703/2009/A)
- The KKLIU number is different from the product registration number (e.g. MAL08060402T)
- Penalty : RM3000 or 1 year imprisonment or both
- Further information on the guidelines and policies of the Medicine Advertisements Board can be obtained at www.pharmacy.gov.my