
STATUTORY INSTRUMENTS

1999 No. 267

**The Medicines (Advertising and Monitoring
of Advertising) Amendment Regulations 1999**

Insertion of regulation 3A into the Advertising Regulations

3. After regulation 3 of the Advertising Regulations (prohibition of advertisements for unlicensed products) there shall be inserted the following regulation—

“General principles

3A.—(1) No person shall issue an advertisement relating to a relevant medicinal product unless that advertisement complies with the particulars listed in the summary of product characteristics.

(2) No person shall issue an advertisement relating to a relevant medicinal product unless that advertisement encourages the rational use of that product by presenting it objectively and without exaggerating its properties.

(3) No person shall issue a misleading advertisement relating to a relevant medicinal product.”