

SCHEDULE 2

Regulations 14 and 15

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 licence which relates to the medicinal product or the business name and address of the part of his business that is responsible for its sale or supply.
3. The supply classification of the medicinal product, specifying whether the product is a medicinal product for supply by prescription only, a medicinal product on a general sale list, or a pharmacy medicinal product.
4. The name of the product, and a list of the active ingredients using the common name placed immediately adjacent to the most prominent display of the name of the product.
5. One or more of the indications for the product consistent with the terms of the licence.
6. A succinct statement (where relevant) of the entries in the summary of product characteristics or, if there is no summary of product characteristics, the data sheet, relating to side-effects, precautions and relevant contra-indications.
7. A succinct statement of the entries in the summary of product characteristics or, if there is no summary of product characteristics, the data sheet, relating to dosage and method of use relevant to the indications shown. The method of administration should also be shown where this is not obvious.
8. A warning issued by the licensing authority under Part II of the Act which is required to be included in advertisements.
9. The cost (excluding value added tax) of either a specified package of the medicinal product to which the advertisement relates, or a specified quantity or recommended daily dose, calculated by reference to any specified package of the product, except that such cost may be omitted in the case of an advertisement inserted in a publication which is printed in the United Kingdom but with a circulation outside the United Kingdom of more than 15 per cent. of its total circulation.
10. The particulars contained in paragraphs 6, 7 and 8 shall be printed in a clear and legible manner and be placed in such a position in the advertisement that their relationship to the claims and indications for the product can readily be appreciated by the reader.