

Directive 2001/83/EC of the European Parliament and of the Council of 6 November 2001 on the Community code relating to medicinal products for human use

[^{F1}TITLE VIIIa

INFORMATION AND ADVERTISING]

Article 89

1 Without prejudice to Article 88, all advertising to the general public of a medicinal product shall:

- a be set out in such a way that it is clear that the message is an advertisement and that the product is clearly identified as a medicinal product;
- b include the following minimum information:
 - the name of the medicinal product, as well as the common name if the medicinal product contains only one active substance,
 - the information necessary for correct use of the medicinal product,
 - an express, legible invitation to read carefully the instructions on the package leaflet or on the outer packaging, as the case may be.

[^{F12} Member States may decide that the advertising of a medicinal product to the general public may, notwithstanding paragraph 1, include only the name of the medicinal product or its international non-proprietary name, where this exists, or the trademark if it is intended solely as a reminder.]

Textual Amendments

- F1** Substituted by [Directive 2004/27/EC of the European Parliament and of the Council of 31 March 2004 amending Directive 2001/83/EC on the Community code relating to medicinal products for human use.](#)