
STATUTORY INSTRUMENTS

2024 No. 567

The Veterinary Medicines (Amendment etc.) Regulations 2024

PART 2

Amendments to Parts 1 to 5 of the 2013 Regulations

Amendment to regulation 10

7. In regulation 10 (advertising)—

(a) for paragraph (1) substitute—

“(1) No person may issue an advertisement relating to a relevant substance unless that advertisement—

- (a) is set out in such a way that it is clear that the message is an advertisement for the purpose of promoting the supply, sale, prescription, distribution or use of the substance;
- (b) encourages responsible use of the substance while presenting its characteristics in an objective manner;
- (c) contains no information which—
 - (i) is misleading;
 - (ii) is incompatible with the summary of product characteristics in relation to the substance;
 - (iii) might encourage improper use of the substance; or
 - (iv) where the relevant substance is a veterinary medicinal product, might suggest that the substance is a feedingstuff or a biocide.

(1A) No person may advertise a veterinary medicinal product, other than a product which is placed on the market in accordance with Schedule 6, unless—

- (a) a marketing authorisation has been granted in respect of that product, and
- (b) that authorisation is not currently suspended in accordance with paragraph 38 of Schedule 1.”;

(b) at the end insert—

“(4) In this regulation, subject to paragraph (5), “relevant substance” means—

- (a) a veterinary medicinal product;
- (b) a medicinal premix;
- (c) an intermediate feedingstuff; or
- (d) a compound feed.

(5) In this regulation, coccidiostats and histomonostats are not relevant substances.”.