



PUBLIC NOTICE

ENFORCEMENT OF GUIDELINES ON ADVERTISEMENTS OF REGULATED PRODUCTS

The Food and Drugs Authority wishes to remind the public that Sections 100 and 114 of the Public Health Act, 2012, Act 851 and the FDA Guidelines for the Advertisement of Regulated Products prohibit any unapproved advertisement of FDA-regulated products as a preventive or cure for a disease, disorder, or an abnormal physical state. In addition, any drug advertisements for the treatment, prevention or cure of diseases listed in the Fifth Schedule of Act 851 such as sexually transmitted diseases, cancer, hypertension, sexual impotence etc. are also prohibited under the Act.







Furthermore, advertisements that conform to FDA’s advertisement guidelines for varied media including billboards and other below-the-line and social media, approved by the Authority *are valid for one year and must be renewed thereafter.*

Media presenters are to note that Live Presenter Mentions intended to advertise or promote any FDA-regulated products are restricted to advertisement scripts approved by the Authority.

Pursuant to Section 129 of Act 851, persons who contravene the above provisions are liable to “*a summary conviction and/or a fine of not less than 7500 penalty units and not more than fifteen thousand penalty units or to a term of imprisonment of not less than fifteen years and not more than twenty-five years or both*”. The Authority will therefore not hesitate to enforce this provision strictly to ensure public health and safety.

For further information, please contact the FDA on any of its contacts below.

Thank you for reporting any unscrupulous activities that compromise public health and safety.

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FDA... Your wellbeing, our priority


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