



Pharmaceutical Sector News

Content

- ▶ List of over-the-counter pharmaceuticals for which advertising is prohibited takes force
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On 10 December 2012 the order of the Ministry of Health No.876 dated 6 November 2012 "On approval of the list of over-the-counter pharmaceuticals for which advertising is prohibited" took force (Order No.876).

Order No.876 prohibits the advertising of 327 over-the-counter pharmaceuticals. The list includes pharmaceuticals of both Ukrainian and foreign origin. Among the foreign producers of pharmaceuticals are companies registered in the Great Britain, India, Germany, Slovenia, United States of America, Switzerland, etc.

Order No.876 was adopted to implement part 4 of article 26 of the Law of Ukraine "On pharmaceuticals" and according to the Criteria for defining pharmaceuticals that cannot be advertised. These Criteria were approved by order of the Ministry of Health No.422 dated 6 June 2012 "On some issues related to prohibition of pharmaceutical advertising."

As a side comment, please note that Articles 21 and 27 of the Law of Ukraine "On advertisement" establish the peculiarities of pharmaceutical advertising and the liability for violating advertising law.

We will continue to follow the changes in legislation and keep you informed on further developments in the pharmaceutical industry.

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