

POS advertising of homeopathic products

For the attention of the Superintendent Pharmacist or Manager

The Medicines and Healthcare products Regulatory Agency (MHRA) recently upheld complaints against **Boots Pharmacy Stores** [1] and **Holland & Barrett**, [2] stating that point-of-sale advertising next to their displays of homeopathic products contained information that was **prohibited**.

This advertising, found in many stores, took the form of a book of flip cards next to a rack of **homeopathic products**. The flip cards listed therapeutic indications, symptoms and homeopathic products.

The MHRA ruled that the homeopathic products being advertised were not licensed with indications because they were registered under the MHRA's Simplified Rules Scheme for homeopathic products [3], which **prohibits indications**. These rules are underpinned by EU Directive 92/73/EC and other regulations and Directives.

Boots and Holland & Barrett told the MHRA that they had withdrawn the prohibited point-of-sale information.

However, **you may be using the same or similar point of sale information** and would suggest that you review it to ensure that you are not in **breach** of the MHRA's requirements, whether under the Simplified Scheme or other MHRA rules and regulations.

The professionalism of pharmacists and others selling these products is vital to **maintain public confidence** and that abiding by the MHRA's rules and the law is a necessary part of that **professionalism**.

Full details of what is permitted in the advertising of homeopathic products can be found on the MHRA's website at www.mhra.gov.uk.

Thank you for your cooperation.

**THE Nightingale
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1 <http://www.mhra.gov.uk/Howweregulate/Medicines/Advertisingofmedicines/Advertisinginvestigations/CON134909>

2 <http://www.mhra.gov.uk/Howweregulate/Medicines/Advertisingofmedicines/Advertisinginvestigations/CON140839>

3 <http://www.mhra.gov.uk/Howweregulate/Medicines/Homeopathicmedicines/index.htm>