# [ BAI DEPT. OF AGRICULTURE ADMINISTRATIVE ORDER NO. 41, S. 1990, August 01, 1990 ]

## DEPARTMENT OF HEALTH ADMINISTRATIVE ORDER NO. 111-D, S. 1990

## GUIDELINES ON ADVERTISEMENT AND PROMOTIONS OF VETERINARY DRUGS AND PRODUCTS

Pursuant to Section 6 (c) of R.A. 6675 known as "Generics Act of 1988" Section 3 (c) of R.A. 3720 known as "Foods, Drugs and Devices and Cosmetics Act, and Executive Order No. 119 date January 30, 1987, the following rules and regulations on the advertisement and promotions of veterinary drugs and products are hereby promulgated.

*SECTION 1. Definition of Terms —*

1.1 **Advertisement** refers to any representation by any means whatever for the purpose of promoting directly or indirectly the sale or disposal of any veterinary drug and product.

1.2 **Promotion** refers to the practice of giving temporary additional value to brand product or service to achieve specific marketing objectives. Promotion includes the distribution of free/sample of veterinary drugs and products.

1.3 **Veterinary drugs and products** refer to any substance, including biological products, applied or administered to food producing, companion, aquatic, laboratory and exotic animals, whether used for therapeutic, prophylactic or diagnostic purpose or for modification of physiological functions of behavior.

1.4 **Veterinary Prescription or Ethical Drugs** refer any drug preparation that is to be dispensed only upon written order of a duly-licensed veterinarian for the treatment of a condition or a diagnosed disease of animals.

1.5 **Veterinary Non-prescription Drugs or Veterinary Over-the-Counter Drugs** refer to drug preparations that can be dispensed even without the written order of a duly-licensed veterinarian, for the use of animals for the prevention or symptomatic relief of minor or self-limiting animal diseases.

1.6 **Mass Media** refer to any publication, book, notice, handbill, poster, circular, pamphlet, letter, billboard, print media, radio, television, cinema, mobile audiovisual units or any other widespread medium of information directed to the lay public.

*SECTION 2. Guidelines on Advertisement and Promotion Based on Prior Laws —*

2.1 No person shall advertise or promote veterinary drug and product unless such

products are duly-registered with the Bureau of Food and Drugs (BFAD) and/or the Bureau of Animal Industry (BAI).

2.2. All therapeutic claims for veterinary drugs and product made in advertising or promotional materials must be based on adequate scientific, pharmacological, technical and clinical evidence, responsible veterinary medical opinion or long experience demonstrating their safety, efficacy and therapeutic value, and must be within their therapeutic indications approved by the BFAD and or the BAI.

2.3 Veterinary drugs and products classified by BFAD/BAI as Prescription or Ethical Drugs can be advertised or promoted in any form of mass media provided a veterinarian should be prescribing the veterinary drugs and products. This form of advertisement shall be only for a period of one (1) year or until such time that there shall be satisfactory veterinary services in the rural areas certified by the Philippine Veterinary Medical Association (PVMA)/Veterinary Practitioners Association of the Philippines (VPAP).

2.4 The veterinary drug and product company which owns the veterinary drugs and products, and its Veterinary Medical Director/Officer shall be responsible and accountable for the content and form of their advertisement and promotion materials.

*SECTION 3. Guidelines on Advertisement and Promotion to Implement Section 6 (c) of the Generics Act of 1988 (R.A. 6675) —*

3.1 General Principle — Consistent with section 6 (c) of R.A. 6675, all advertising and promotional materials, whether print, visual or auditory, shall feature prominently the generic name of the veterinary drugs and products designated by BFAD/BAI. In the case of branded products, the prominence of the generic name shall be insured in all print, visual or auditory materials but can feature the brand name.

3.2 Print and Static Visual Materials, (e.g. Posters, Billboards)

The pertinent provisions of Administrative Order No. 11 D.A. 105 D.O.H., s. 1991 on Requirements for Labelling Materials of Veterinary Drugs and Products quoted hereunder shall apply with the exception that the word "label" shall be substituted by "advertising and other promotional material".

"3.2.1 In all cases, the generic name shall be the prominently printed element on the advertising and other promotional material defined as the one with the highest point size among the various printed elements on the advertising and other promotional materials. It shall be enclosed exclusively by an outlined box rendered in the same color as the generic name. The background color inside the box, against which the generic name is rendered, should be the same color as the background color outside the box, against which the brand name is rendered."

"3.2.2 In all cases, the generic name shall be printed in full, not abbreviated and in accordance with the International Non-Proprietary Name (INN). In case the salt or the specific chemical