



# "the introduction to the appendices of the prior ASA Code"

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# appendix a - marketing of health products

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## SA Code of Practice for the Marketing of Health Products

Department of Health: Medicines Control Council (MCC)

### 1.Preamble

Whereas

1.1 Section 18C of the Medicines Act 101 of 1965 ("the Act") empowers the Minister, after consultation with the pharmaceutical industry and other stake holders, to make regulations relating to the marketing of health products, including an enforceable Code of Practice;

1.2 the companies in the healthcare industry have agreed to subscribe to a code of practice for the marketing of health products in South Africa based on the principle of self regulation as set out in this Code;

1.3 the enforcement of the Code will be entrusted to a Marketing Code Authority ("MCA") as herein provided.

### 2.Introduction to-, application and interpretation of the code

#### 2.1 Introduction

The ethical promotion of health products is vital in helping to ensure that healthcare professionals and the public have access to the information they need, that patients have access to the health products they need and that health products are prescribed and used in a manner that provides the maximum healthcare benefit to patients.

All marketers of health products should maintain high ethical standards when conducting promotional activities and must comply with applicable legal, regulatory and professional requirements. Compliance with the Code will ensure that ethical promotional practices are established for all marketers, prescribers, dispensers, advisers and users of health products. The overarching philosophy is a principle of compliance with the spirit of the Code.

The "Code of Practice for the Marketing of Health products in South Africa" is referred to throughout as "the Code".

The National Department of Health, the pharmaceutical industry and other stakeholders are committed to the provision of affordable and quality healthcare for all South Africans. High quality, effective and accessible health products are a cornerstone of healthcare. Accurate information about health products is integral to providing quality healthcare services.

This Code is issued in terms of section 18C of the Medicines and Related Substances Act No 101 of 1965, as amended, and is adopted by health products trade associations to signify the industry's commitment to ensure that the marketing of health products to healthcare professionals and the public is carried out in a responsible, ethical and professional manner, based on practical and scientifically validated information.

The health products industry is committed to educational and promotional efforts that benefit patients and promotional programs and collaborations that enhance the rational use of health products and fair competition in the marketing thereof. The industry seeks to preserve the independence of the decisions taken by healthcare professionals. The industry has an obligation and responsibility to provide accurate information and education about its products to healthcare professionals in order to establish a clear understanding of the appropriate use of health products. Industry relationships with healthcare professionals must support, and be consistent with the

# appendix f - diseases



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## References to diseases in advertising

Department of Health: Medicines Control Council

1. Advertisements should not make or offer products, treatments or advice for any of the following illnesses or conditions unless recommendations accord with a full product registration by the Medicines Control Council. So as to make the list of widest possible use ailments are listed more than once under different names.

The diseases to which no reference or only limited reference\* may be made are:

Alopecia (Baldness)  
 Amenorrhoea  
 Anaemia, other than that caused by dietary deficiency \*  
 Arterio-sclerosis  
 Artery troubles  
 Arthritis  
 Asthma, except for products advertised solely for the alleviation of an attack of asthma, and the advertisement should contain a recommendation that sufferers should seek medical advice. \*  
 Auditory systems, any structural or organic ailment.  
 Backache (where the reference is to chronic or persistent) \*  
 Barber's rash (sycosis)  
 Bleeding disease  
 Blood pressure  
 Breast; diseases of or development of  
 Bright's disease  
 Cancer  
 Carbuncles  
 Cardiac symptoms, heart troubles  
 Cataract  
 Circulatory conditions, except minor conditions such as chilblains, restless legs etc. \*  
 Convulsions (fits)  
 Dermatitis (see skin disease)  
 Diabetes  
 Diseased ankles.  
 Disseminated (or multiple) Sclerosis  
 Ears, any structural or organic defect of the auditory system  
 Enlarged glands  
 Epilepsy  
 Erysipelas  
 Eyes, any structural or organic defect of the optical system  
 Fits (convulsions)  
 Fungal infections, except athlete's foot \*  
 Gallstones  
 Gingivitis  
 Glands, enlarged, or glandular conditions  
 Glaucoma  
 Goitre  
 Haemorrhagic diseases  
 Heart troubles, cardiac symptoms  
 Hypertension, or symptoms thereof  
 Impetigo  
 Indigestion, where the reference is to chronic or persistent \*  
 Insomnia, where the reference is to chronic or persistent \*  
 Itch, the (see scabies)  
 Kidneys, disorder or disease of the  
 Lazy eye  
 Leg trouble  
 Locomotor ataxia  
 Lupus  
 Menopausal ailments, except minor associated conditions \*  
 Migraine  
 Multiple (or disseminated) sclerosis  
 Obesity or overmass (see appendix E Slimming)  
 Osteoarthritis  
 Paralysis  
 Pernicious anaemia  
 Phlebitis  
 Prolapse



Psoriasis, except for temporary relief \*

Purpura

Pyorrhoea

Rheumatism (and backache) where the reference is to chronic or persistent

Rheumatoid arthritis

Ringworm

Scabies (the itch)

Seborrhoea, except for the relief of

Sexual weakness and loss of libido

Skin diseases, except those of minor nature, where the reference is to "all or most" or skin ailments in general \*

Sleeplessness, where the reference is to chronic or persistent \*

Squint

Sycosis (Barber's rash)

Thrombosis

Tuberculosis

Ulcers (all except mouth ulcers)

Urinary infections

Varicose veins (except where the reference is confined to relief by elastic stockings)

Venereal diseases

Verrucae of the feet

Whooping cough, except for the alleviation of symptoms \*

2. Advertisements should not make any recommendations or offer products, treatments, or advice for any of the following illnesses or conditions unless-

2.1 the recommendations accord with full product registration by the Medicines Control Council; or

2.2 such advertising is an educational or information campaign addressed to the lay public by Government Institutions or bodies recognised by the ASA to run such campaigns; or

2.3 the advertising is for products not registrable with the MCC in which case the advertising is subject to the normal provisions of the Code of Advertising Practice.

AIDS (Acquired Immune Deficiency Syndrome)

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