

A hand wearing a blue nitrile glove is holding a clear glass vial with a metal cap and a syringe. The vial is positioned above the syringe, and the needle of the syringe is inserted into the vial. The background is a blurred blue gradient. The text "Taylor Meanwell" and "CAP Compliance Executive" is overlaid on the right side of the image.

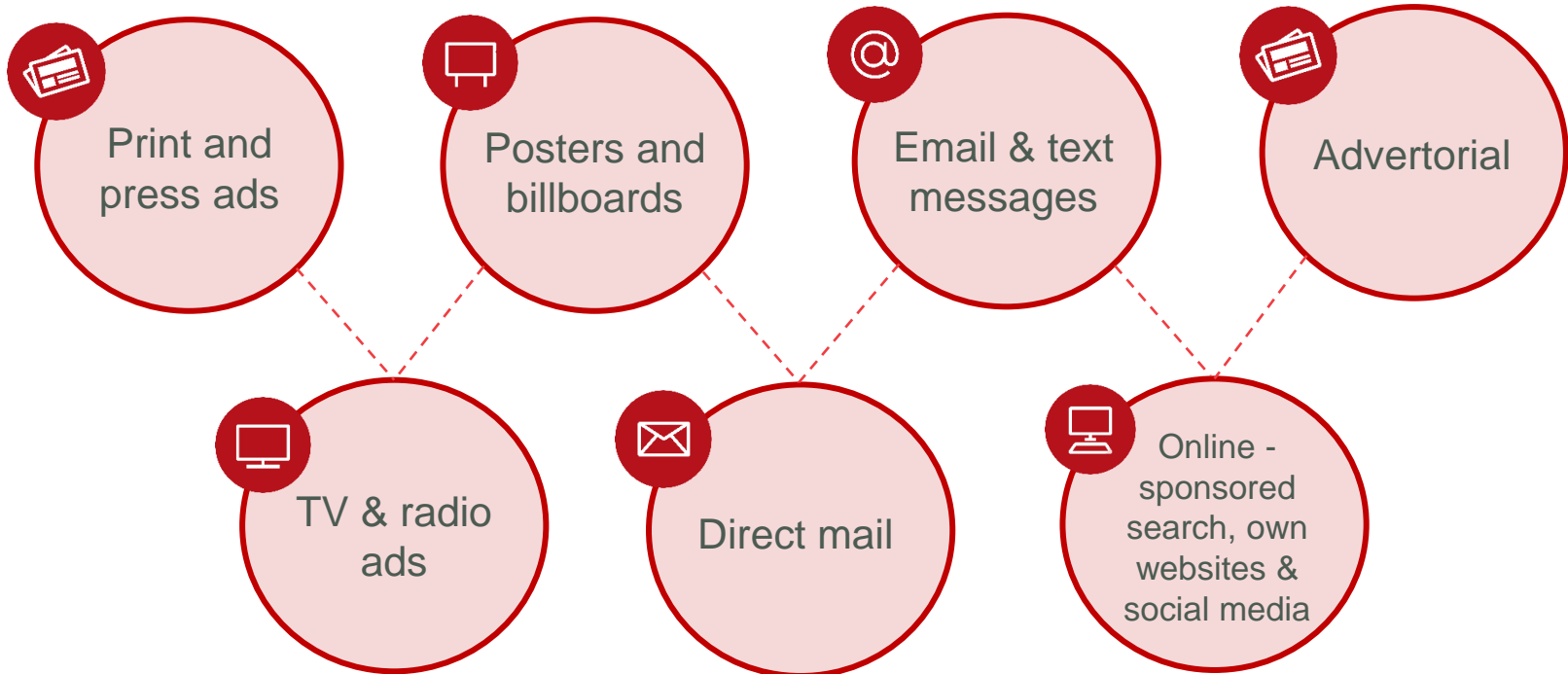
Taylor Meanwell
CAP Compliance Executive

What will we be covering?

- 1 Remit
- 2 Key principles
- 3 Weight-loss POMs
- 4 Monitoring
- 5 Sanctions



The Codes **apply** to:



What do the rules state?



12.12

Prescription-only medicines or prescription-only medical treatments **may not** be advertised to the public.

The **Human Medicines Regulations 2012** prohibit the publishing of “an advertisement that is likely to lead to the use of a prescription-only medicine”





**Direct
promotion**
e.g. named
POMs



**Indirect
promotion**
e.g. without
naming it

*Ozempic
Mounjaro
Saxenda
Ligaglutide
Semaglutide
Tizepatide*

*“I was connected with a
doctor who prescribed me
a treatment that acts as
an appetite suppressant”*



Advertising on Social media & online





What counts?



An advertiser's own social media



Paid-for ads
e.g.,
'promoted'
and
'sponsored'



Influencer
and affiliate
marketing



Paid for
searches on
search
engines



Monitoring

Using AI to monitor the promotion of prescription-only medicines

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Sanctions

Ad removal

- Work directly with platforms to remove content
- Meta (Facebook, Instagram)
- Google (YouTube)
- TikTok
- Snap Chat

Work with statutory regulators

- MHRA and GPhC



Specific resources

Enforcement notice

<https://www.asa.org.uk/resource/enforcement-notice-advertising-of-prescription-only-weight-loss-treatments.html>

CAP guidance

<https://www.asa.org.uk/advice-online/weight-control-prescription-only-medicines.html>

<https://www.asa.org.uk/advice-online/healthcare-prescription-only-medicine.html>

<https://www.asa.org.uk/advice-online/weight-control-general.html>

Rulings

<https://www.asa.org.uk/codes-and-rulings/rulings.html>



Other resources



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