



The Manitoba Pharmaceutical Association

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MPhA Practice Guideline Principles of Advertising in Manitoba Pharmacies

- 1) All promotional material or broadcasts, whether in print, spoken or via electronic media, will be considered advertising and governed by this document.
- 2) Advertising that uses the terms “medications”, “medicine”, “drugs” or similar words would be interpreted to include both prescription and non-prescription products unless qualified in the advertisement using the same size font.
- 3) Advertising can clearly cite prescription medication prices as permitted by the Code of Ethics and the regulations to the *Food and Drugs Act*, but cannot use vague references to prices by using such terms as low, lower or lowest, discount, extra saving or similar such description.
- 4) Advertising of prescription medication shall support safe and appropriate use of medication and not influence the public into situations of overuse of medication or purchase of large quantities.
- 5) Advertising prices of non-prescription drugs and unscheduled medicine are not restricted as described in 3) when the advertising is in good taste and does not detract from the public esteem for the profession or not encourage large quantity purchases.
- 6) Promotional events used to encourage members of the public to come into the pharmacy cannot be connected with filling prescriptions without including the statement about the role of the pharmacist providing patient care.
- 7) Advertising of Schedule 2 drugs must include a statement that advises the patient the drug can only be purchased after consultation with the pharmacist regarding conditions and symptoms being treated.
- 8) Promotional events or advertising shall not encourage the transfer of prescriptions in order to receive a gift or additional gratuity.
- 9) Promotional events or advertising shall not entice or restrict patients to purchase drugs on a particular day or days in order to qualify for a greater gratuity which would be inconsistent with proper medication use, cause excessive purchases and storing of medication and create patient safety issues at the pharmacy due to an additional workload.
- 10) Advertising of professional services and fees by the pharmacist or pharmacy must be in compliance with the Code of Ethics which states, in part, that advertising cannot “be undignified, in bad taste, superfluous, inaccurate, claim superiority over other pharmacies, or imply anything that would tend to lower the image of the profession of pharmacy” and cannot imply “the pharmacy offers superior or exclusive professional service”.
- 11) Advertising shall not contravene federal legislation regarding drugs, diseases or natural health products.