

PRINCE EDWARD ISLAND
PHARMACY BOARD

7-20424 Trans Canada Highway, South Shore Professional Building
P.O. Box 89, Crapaud, P.E.I. COA IJO
Phone: (902) 658-2780 Fax: (902) 658-2198 E-mail: peipharm@auracom.com

Member Organization of the National Association of Pharmacy Regulatory Authorities (NAPRA)

POSITION STATEMENT

Product Endorsement and Testimonials

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Pharmacists' endorsements or testimonials lend professional credibility to the endorsed product. Concern arises when a pharmacist endorses a product that has limited or no evidence-based safety or efficacy information.

The following guidance allows professional judgment and recommendations by pharmacists, while limiting the scope of a pharmacist's influence:

Product recommendations to individual patients based on their current health status are appropriate, provided that the patient is informed about the absence of evidence-based product information (if that is the case).

Generalized product endorsements or testimonials are not appropriate.