



National Association of Pharmacy Regulatory Authorities[®]
Association nationale des organismes de réglementation de la pharmacie

FOR REFERENCE ONLY

**MODEL REGULATORY STATEMENT ON PHARMACISTS' INVOLVEMENT IN PRODUCT ENDORSEMENTS
AND TESTIMONIALS**

APPROVED BY NAPRA BOARD NOVEMBER 2003

DEVELOPED BY THE COUNCIL OF PHARMACY REGISTRARS OF CANADA

Pharmacists' endorsements or testimonials lend professional credibility to health products. Concerns arise when pharmacists endorse health products with limited or no evidence-based data to support efficacy or safety. The following guidance allows professional judgment and recommendations by pharmacists, while limiting the scope of influence:

Product recommendations to individual patients based on the patient's current health status are appropriate provided that the patient is informed about the absence of evidence-based data product information, if that is the case. However, generalized product endorsements or testimonials are not appropriate.