

## **ADVERTISING IN PHARMACEUTICAL SECTOR: ANALYSIS OF JUDICIAL PRACTICE AND PROTECTION AGAINST RISKS**

**On 14 November 2017, VEGAS LEX law firm held the author's seminar entitled "Advertising in pharmaceutical sector. Risk elimination practices" for representatives of pharmaceutical companies and manufacturers of medical products and BADS.**

On 14 November 2017, [Maria Borzova](#), VEGAS LEX's Manager of Life sciences projects, held the author's seminar entitled "*Advertising in pharmaceutical sector. Risk elimination practices*" developed due to the turbulence of situation in the area of advertising of pharmaceutical drugs in 2017.

Maria Borzova provided analysis of judicial practice concerning advertising in pharmaceutical industry (pharmaceutical drugs, BADS, pharmacies) for the current year and for the earlier period, analysed with participants the standard "check-lists" and certain "methods" for checking the promotional materials, and demonstrated through realistic examples as to how the legal strategy of protection against risks harmonizes with creative methods in advertising. In conclusion, the participants were offered to perform a task, which involved the drawing up of a "road map" of marketing consultant when selecting promotion strategies.

VEGAS LEX expresses appreciation to all participants for their active attitude toward, and fruitful discussion of, the matters considered in the course of the seminar.

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*For more information on VEGAS LEX's services in pharmaceutical industry, please click [here](#).*