



Press release

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Signing the Recommendations for legislative compliance regarding OTC (over-the-counter) drug advertising

On November 7, 2018, an official presentation was held on the results of the cooperation between professional associations and the Federal Antimonopoly Service of Russia. This was followed by the signing of the Recommendations for legislative compliance regarding OTC (over-the-counter) drug advertising by professional associations and manufacturers.

The aim of the document is to develop a unified practice for preparation of advertising materials and to create guidelines for pharmaceutical companies when working on advertising products.

Besides the AEB the main professional pharmaceutical and communication associations took part in drafting the document. The Association of European Businesses was represented by Frank Schauff, who signed the document.

"The Association of European Businesses highly values the support rendered by FAS of Russia with regard to the initiative for self-regulation of the medicinal product advertising market," said Frank Schauff. *"We believe that working together on the recommendations for interpreting advertising legislation to develop a unified and consistent position will only allow the pharmaceutical industry to avoid mistakes when preparing the advertising materials, and help government agencies to reduce the number of cases on violation of advertising legislation,"* added AEB CEO.

"Our joint recommendations project had been developed as part of a series of meetings with FAS representatives over the last 18 months, starting with the first meeting with Andrey Kashevarov in June 2017. The willingness of FAS of Russia to work in collaboration to develop rules for a self-regulating market for advertising medicinal products showed how effective a dialogue between business and government can be," commented Yuri Litvishchenko, Chairman of the Health & Pharmaceuticals Committee of the AEB.

Andrey B. Kashevarov, Deputy Head, participated in the ceremony on behalf of FAS of Russia.

"After the work on the project had started, the manufacturing companies changed their approaches to advertising creativity, so that FAS did not register a single violation in the advertising of over-the-counter drugs. The situation has changed dramatically, and the Recommendations have become an example of excellent interaction between businesses and the government," – noted Andrey Kashevarov.

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