

The Drugs and Magic Remedies (Objectionable Advertisements) Act 1954

Department of Pharmacy GP
(Uttawar)



Unit 3rd
(Pharmaceutical jurisprudence)



Misleading Advertising

OBJECTIVE

An Act

- ✓ To control the advertisement of drugs in certain cases
- ✓ To prohibit the advertisement for certain purposes of remedies alleged to possess magic qualities...



SNAKE-OIL LINIMENT
RELIEVES INSTANTANEOUSLY
AND CURES HEADACHE, NEURALGIA, TOOTHACHE, RHEUMATISM, BACKACHE, BRUISES, SPRAINS, SORE THROAT, SWELLING OF THE THROAT, CONTRACTED SORES AND MUSCLES, STIFF JOINTS, WRENCHES, DISSLOCATIONS, CUTS AND BRUISES.
It quickly takes out the Nervous and Inflammation from Burns, Scalds, Insect and Snake Bites.
The best External Preparation for WICKELISTS and ATHLETES. It makes the Muscles supple and Relaxes the Cords. Loosens the Joints and gives a feeling of Freshness and Vigor to the whole System.
SNAKE-OIL LINIMENT CURES ALL ACHES AND PAINS.
If you are suffering from Rheumatism, ALWAYS take LA-CAS-E-A internally for the Blood and use SNAKE-OIL LINIMENT externally. When used together we GUARANTEE A CURE in every instance or MONEY REFUNDED.

If You Are Afflicted With DEAFNESS
Get Our Specially Prepared
PURE Rattlesnake Oil



NOW HELPS SUPPORT YOUR CHILD'S
IMMUNITY
25% MORE VITAMIN C
AND PROBIOTICS
FOR IMMUNE
SYSTEMS
A DAY



LOSE WEIGHT WITH THE LAP-BAND!
LAP-BAND 1-BOON
FDA APPROVED
CALL NOW 1-800-GET-THIN
800-953-5000
PPO INSURANCE | FREE INSURANCE VERIFICATION



DO NOT DRINK ALCOHOLIC BEVERAGES WHILE TAKING THIS MEDICATION
13Sep10



LESS WRINKLES IN ONLY MINUTES
simulated imagery
TRY IT TODAY!
www.dermitage.com



Advertising.
Reality.



high speed internet access

DEFINITIONS

'ADVERTISEMENT'

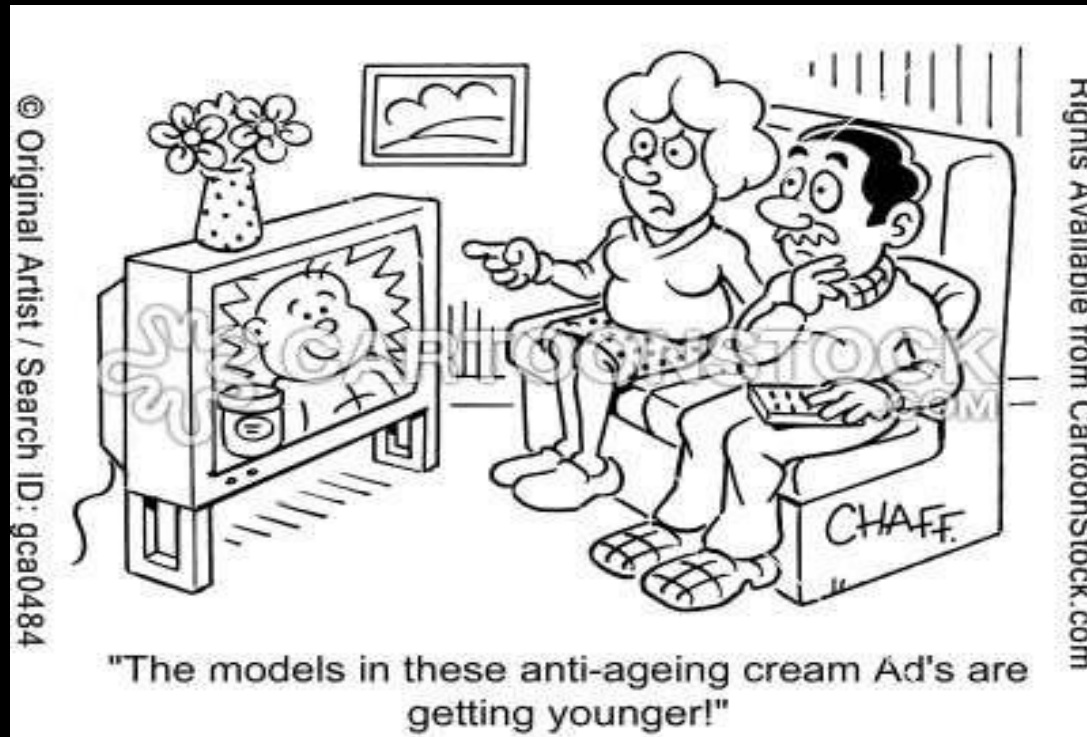
Includes any notice, circular, label, wrapper, or other document, and any announcement made orally or by any means of producing or transmitting light sound or smoke.



I'm going to switch you to a new medication that does more advertising.

'MAGIC REMEDY'

Includes a talisman, mantra, kavacha, and any other charm of any kind which is alleged to possess miraculous powers for or in the diagnosis, cure, mitigation, treatment or prevention of any disease in human beings or animals or for affecting or influencing in any way the structure or any org



'DRUG'

(i) A medicine for the internal or external use of human beings or animals.

(ii) Any substance intended to be used for or in the diagnosis, cure, mitigation, treatment or prevention of disease in human beings or animals.

(iii) Any article, other than food, intended to affect or influence in any way the structure or any organic function of the body of human beings or animals.

(iv) Any article intended for use as a component of any medicine.



'REGISTERED MEDICAL PRACTITIONER'

Any person

(i) who holds a qualification granted by an authority specified in, or notified under, section 3 of the Indian Medical Degrees Act, 1916 or specified in the Schedules to the Indian Medical Council Act, 1956.

(ii) who is entitled to be registered as a medical practitioner under any law for the time being in force in any State to which this Act extends relating to the registration of medical

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"Will this make me feel as happy as the people in the commercial?"

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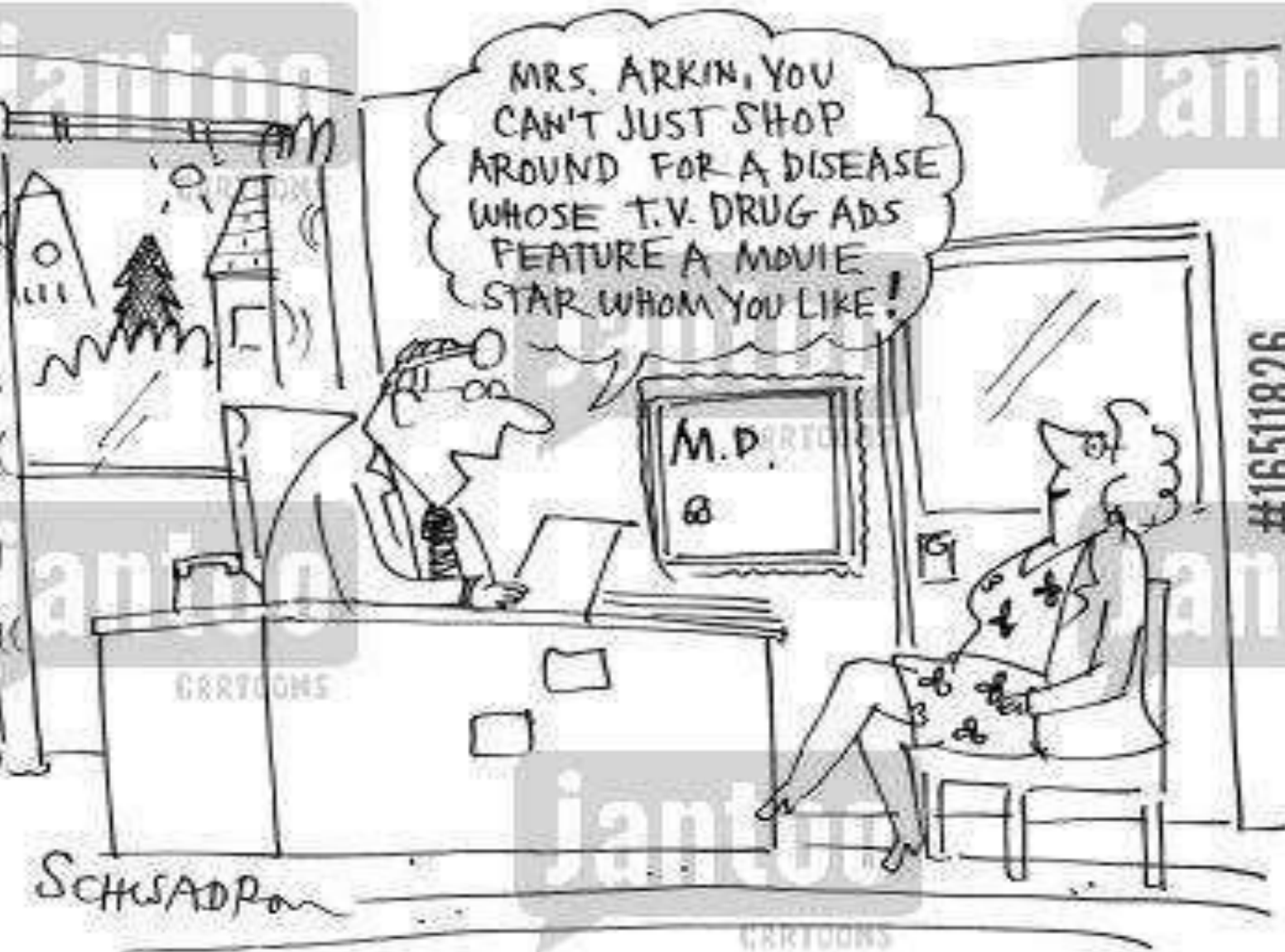
'TAKING ANY PART IN THE PUBLICATION OF ANY ADVERTISEMENT'

Includes -

- (i) The printing of the advertisement
- (ii) The publication of any advertisement outside the territories to which this Act extends by or at the instance of a person residing within the said territories.



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#16511826

CLASSES OF PROHIBITED ADVERTISEMENTS

Prohibition of Advertisement of Certain Drugs for Treatment of Certain Diseases and Disorders

- a) The procurement of miscarriage in women or prevention of conception in women; or
- b) The maintenance or improvement of the capacity of human beings for sexual pleasure;
- c) The correction of menstrual disorder in women; or
- d) The diagnosis, cure, mitigation, treatment or prevention of any disease, disorder or condition specified in the Schedule, or any other disease, disorder or condition which may be specified in the rules made under this Act

Advertisements of magic remedies for the treatment of

Prohibition of Misleading Advertisements Relating to Drugs

No person shall take any part in the publication of any advertisement relating to a drug if the advertisement contains any matter which..

- a) Directly or indirectly gives a false impression regarding the true character of the drug;
- b) Make a false claim for the drug
- c) Is otherwise false or misleading in any material particular.

Prohibition of Advertisement of Magic Remedies for Treatment of Certain Diseases and Disorders

Publication of any advertisement referring to any magic remedy which directly or indirectly claims to be efficacious for any of the purposes

Prohibition of Import into, and Export from, India of Certain Advertisements

Import into, or export from, the territories to which this Act

COUNTERTHINK

AND ALL YOUR HEALTH PROBLEMS CAN BE SOLVED WITH THESE LITTLE PATENTED PILLS.



CONCEPT-MIKE ADAMS

ART-DAN BERGER

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WWW.NATURALNEWS.COM

CLASSES OF EXEMPTED ADVERTISEMENTS

- Any advertisement relating to a drug printed or published by GOVT. or any person with prior permission of the Government
- Any advertisement relating to a drug which is sent confidentially in the prescribed manner to RMP.
- Advertisements including any treatise or book dealing with any of the matters relating to diseases which are otherwise prohibited, provided published from a bonafide scientific or social point of view
- Any signboard or notice displayed by a RMP on his premises indicating that treatment for any disease, disorder or condition specified in Section 3
- Any advertisement relating to a drug printed or published by any person with the previous sanction of the Government granted prior to the commencement of the Drugs and Magic Remedies Act

▪The advertisement should contain only the information, required for the guidance of RMP regarding:

- Therapeutic indications
- Route of administration
- Dosage and side effects of such drug or drugs and
- The precaution to be taken in treatment with the drug

▪The distribution to such literature should be given to RMP, dispensaries, hospitals, medical and research institutions, chemists and druggists or pharmacies.

EXEMPTION FROM APPLICATION OF ACT

The central government, for the public interest, may permit any advertisement of any



ED FISCHER

people
watch too
many TV
commercials
about drugs
they don't
need!

I
think
we have
a pill
for
that.

DRUG
CO. \$

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OFFENSES AND PENALTIES:

Whoever contravenes any of the provisions of this Act [or the rules made there under] shall, on conviction, be punishable -

- a) In the case of a first conviction, with imprisonment which may extend to six months, or with fine, or with both
- b) In the case of a subsequent conviction, with imprisonment which may extend to one year, or with fine, or with both.





"Does Superman take anabolic steroids?"

STRONG ENOUGH TO TEAR A RECORDS BOOK IN HALF!!



Scrutiny of misleading advertisements relating to drugs

Any person authorized by the state Government in this behalf may, if satisfied, that an advertisement relating to a drug contravenes the provisions of act



may order the manufacturer, packer, distributor or seller of the drug to furnish with in specified time regarding the composition of the drug or the ingredients as he feels necessary for holding the scrutiny of the advertisement



It shall be the duty of the manufacturer, packer, distributor or seller of the advertised drug to comply with the order. Failure to comply with such order is considered as an offense



No publisher or advertising agency shall be held to be guilty of the contravention of the provisions of the act merely by publishing the

Manner in which advertisements may be sent confidentially

All documents containing advertisements relating to drugs shall be sent by post to a registered medical practitioner by name, or to a wholesale or retail chemist, the address of such registered medical practitioner or wholesaler or retail chemist being given. Such document shall be at the top, printed in indelible ink in a conspicuous manner, the words "For the use only of registered medical practitioners or a hospital or a laboratory."

Prohibition of advertisement of drugs for treatment of disease

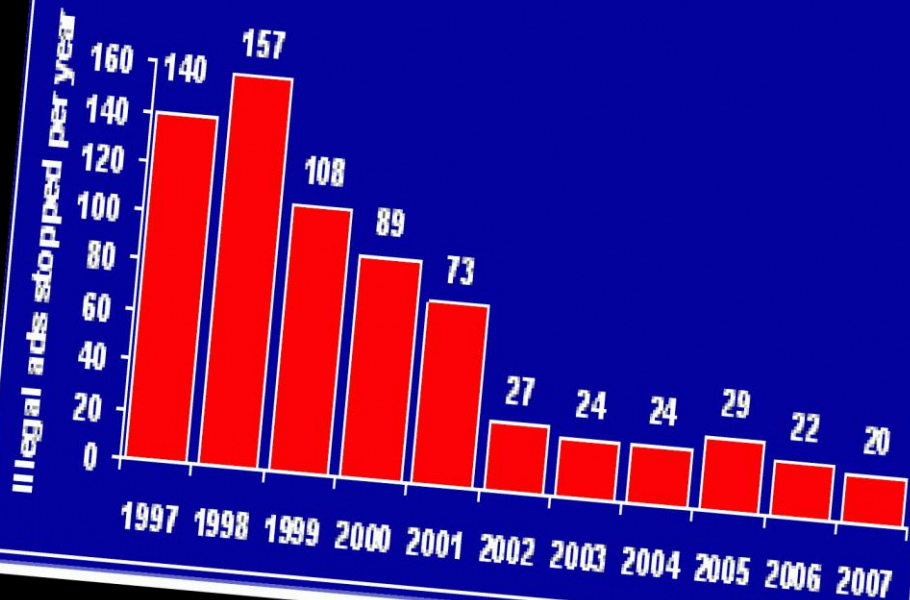
No person shall also take part in the publication of any advertisement referring to any drug in terms which suggest or are calculated to lead to the use of that drug for the diagnosis, cure, mitigation, treatment or prevention of any disease, disorder or condition specified in the Schedule annexed to these rule.



"YOUR DISEASE IS SO RARE, THERE HASN'T EVEN BEEN A T.V. DRUG AD FOR IT YET."

FDA Drug Advertising Enforcement: 1997-2007

FDA Warning and Notice of Violation Letters to Drug Companies



कद बढ़ाइय
निर्, कृ, आदि रं

MBA | PLO | B. Ed | B. Ped | DIRECT | SPOKEN ENGLISH COURSE

100% PLACEMENT GUARANTEED FOR BALANCESS 100% CARESS

JAGO GRAHAK JAGO

**CAUTION, CARE, AWARENESS
YOUR WEAPON AGAINST
FALSE MISLEADING AD PROMISES**

International MBA in 6 Months!
Loose upto 15 Kgs in 20 days!
Job Opportunity abroad!
Buy 1 Get 5 Free!

Advertisements such as above can mislead. Your surest weapon against such dubious claims - is your own insight. Read, verify, cross check before taking a decision.

Advertisements that Mislead are Acts of Misdemeanor.

Consumers can also call
National Consumer Helpline No. (1800-11-4000 Toll Free)
(From BSNL/MTNL lines)
011-27662929, 55, 57, 58 (Normal Call Charges Apply)

Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs, Government of India
Kirti Bhawan, New Delhi-110001
Website: www.consumer.nic.in

For filing of complaints, consumers can also log on to www.consumer.nic.in

If you think an advertisement is misleading, dishonest or indecent, contact ASCI.

022-23513982 | asci@vsnl.com | P O Box No. 7939, Mumbai



The Advertising Standards Council of India
78 Tardeo Road, Mumbai 400034
<http://www.ascionline.org>

**AGAINST
ADULTERATION,
UNITED
WE STAND.**

Say no to adulteration.
Say no to pilferage.
Take a stand.
Start a revolution.

For all your consumer related problems, call our toll-free National Consumer Helpline No. 1800-11-4000 (from BSNL/MTNL lines) or log on to www.consumer.nic.in

JAGO GRAHAK JAGO

Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs, Government of India
Kirti Bhawan, New Delhi-110001
website: www.consumer.nic.in

