



Advertising or Promotion of Veterinary Medicinal Products Information Note

Articles 119-122 of EU Regulation 2019/6 on veterinary medicinal products (VMPs) refer to the advertising and promotion of VMPs.

Definition: ‘advertising of veterinary medicinal products’ means the making of a representation in any form in connection with veterinary medicinal products in order to promote the supply, distribution, sale, prescription or use of veterinary medicinal products and comprising also the supply of samples and sponsorships’.

Only authorised or registered VMPs may be advertised. VMPs that are not authorised are considered to be prohibited. Authorisation/registration of a VMP is obtained from the Health Products Regulatory Authority (HPRA) or the European Medicines Agency (EMA). The Universal Product Database (UPD) holds information on all authorised VMPs within the European Union.

All advertising shall comply with the summary of product characteristics for the VMP.

VMPs subject to a Prescription

Advertising of non-immunological VMPs subject to a veterinary prescription can be made exclusively to veterinarians, pharmacists and to those persons permitted to supply VMPs by law. All precautions must be taken to ensure that advertising/promotions placed for these purposes are correctly targeted and only accessible by these individuals. It is **not permitted** to advertise these VMPs to the general public or professional keepers of animals.

Immunological VMPs subject to a Prescription

Immunological VMPs are given a special position in this Regulation in relation to their advertising in order to preserve animal health.

Immunological VMPs subject to a prescription **are permitted** to be advertised to professional keepers of animals. All precautions must be taken to ensure that advertising placed for these purposes are correctly targeted and only accessible by these individuals. These advertisements must contain an express invitation to consult a veterinarian about the immunological VMP. An immunological imported under a special import licence is also allowed be advertised to professional keepers of animals.

VMPs not subject to a Prescription

Advertising/promotion of VMPs not subject to a veterinary prescription to the general public **is permitted**.

Special Import Licences

VMPs imported under the provisions of articles 112-114 are **not permitted** to be advertised anywhere. It is **not permitted** to advertise to veterinarians, pharmacists or anyone else.

VMPs imported under the provisions of article 116 are **permitted** to be advertised only to veterinarians, pharmacists and to those persons permitted to supply VMPs by law.

An immunological VMP imported under any article **is permitted** to be advertised to professional keepers of animals, veterinarians, pharmacists and to those persons permitted to supply VMPs by law.

Breaches of the Regulations

Any breach of these rules is an offence and may lead to the measures as laid out in national legislation.

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