



# College of Pharmacists of Manitoba

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## College of Pharmacists of Manitoba Practice Direction for Advertising

- 1) Advertising is as defined in section 125 of the regulations to the *Pharmaceutical Act*.
- 2) Advertising that uses the terms “medications”, “medicine”, “drugs” or similar words would be interpreted to include both prescription and non-prescription products unless qualified in the advertisement using the same size font.
- 3) Advertising can clearly cite prescription medication prices as permitted in the regulations to the *Pharmaceutical Act* and the regulations to the *Food and Drugs Act*, but cannot use vague references to prices by using such terms as low, lower or lowest, discount, extra saving or similar such description.
- 4) Advertising of prescription medication shall support safe and appropriate use of medication and not influence the public into situations of overuse of medication or purchase of large quantities.
- 5) Advertising prices of non-prescription drugs and unscheduled medicine are not restricted as described in 3) when the advertising is in good taste and does not detract from the public esteem for the profession or not encourage large quantity purchases.
- 6) Promotional events used to encourage members of the public to come into the pharmacy cannot be connected with filling prescriptions without including the statement about the role of the pharmacist providing patient care.
- 7) Advertising of Schedule 2 drugs must include a statement that advises the patient the drug can only be purchased after consultation with the pharmacist regarding conditions and symptoms being treated.
- 8) Promotional events or advertising shall not encourage the transfer of prescriptions in order to receive a gift or additional gratuity.
- 9) Promotional events or advertising shall not entice or restrict patients to purchase drugs on a particular day or days in order to qualify for a greater gratuity which would be inconsistent with proper medication use, cause excessive purchases and storing of medication and create patient safety issues at the pharmacy due to an additional workload.
- 10) Advertising of professional services and fees by the pharmacist or pharmacy must be in compliance with the regulations to the *Pharmaceutical Act*.
- 11) Advertising shall not contravene federal legislation regarding drugs, diseases or natural health products.