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**MEDICINES ACT
(CHAPTER 176)**

**MEDICINES (MEDICAL ADVERTISEMENTS)
(AMENDMENT) REGULATIONS 2016**

In exercise of the powers conferred by section 52 of the Medicines Act, the Minister for Health makes the following Regulations:

Citation and commencement

1. These Regulations are the Medicines (Medical Advertisements) (Amendment) Regulations 2016 and come into operation on 1 November 2016.

Deletion and substitution of regulation 2

2. Regulation 2 of the Medicines (Medical Advertisements) Regulations (Rg 2) (called in these Regulations the principal Regulations) is deleted and the following regulation substituted therefor:

“Definitions

2. In these Regulations —

“grant”, in relation to a permit from the licensing authority, includes a renewal of the permit;

“medical advertisement” means any advertisement of a medicinal product, but does not include any advertisement mentioned in section 51(1)(a) or (b) or (2) of the Act;

“sales promotion” means any medical advertisement in the form of —

(a) a sales campaign (including door-to-door sales and price discounts);

- (b) an exhibition;
- (c) a competition; or
- (d) any other activity meant to introduce, publicise or raise the profile, public awareness or visibility of, the medicinal product.”.

Amendment of regulation 4

3. Regulation 4 of the principal Regulations is amended by inserting, immediately after the words “application for”, the words “, or to renew,”.

Amendment of regulation 8

4. Regulation 8 of the principal Regulations is amended by inserting, immediately after the words “medical advertisement”, the words “that is not a sales promotion”.

Deletion of regulation 9

5. Regulation 9 of the principal Regulations is deleted.

Deletion and substitution of regulation 10

6. Regulation 10 of the principal Regulations is deleted and the following regulation substituted therefor:

“Exception for trade, business or profession

10. Regulation 3 does not apply to any medical advertisement that —

- (a) is directed exclusively at a person who may lawfully sell or supply any medicinal product in the course of that person’s trade, business or profession; and
- (b) is not accessible to the general public.”.

Amendment of regulation 11

7. Regulation 11 of the principal Regulations is amended by deleting paragraph (2) and substituting the following paragraph: