

21. MEDICINAL AND RELATED PRODUCTS / SERVICES

Guidelines

Reference

Conditions requiring medical attention

a. No advertisement should offer any product for condition which needs the attention of a registered medical or other qualified practitioner. Advertisements may not refer to any medicine, product or device in terms likely to lead to its use for treatment of any of the following:

- Ageing (except prevention of photoaging)
- Aids
- Alopecia (baldness)
- Amenorrhoea
- Anemias (Other than caused by dietary deficiency)
- Arterio-sclerosis
- Artery troubles
- Arthritis
- Asthma (except for products advertised solely for the alleviation of an attack of asthma, and the ad should contain a recommendation that sufferers should seek medical advice)
- Auditory system (and structural or organic ailment)
- Barber's rash (sycosis)
- Backache (where the reference is to chronic or persistent)
- Bleeding disease
- Blood, disorder or disease
- Breasts, disease of, or development
- Cancer
- Carbuncles
- Cardiac symptoms, heart troubles
- Cataract
- Cerebral disorders or disease
- Conception and pregnancy
- Controlled drug addiction
- Convulsions (Fits)
- Circulatory conditions (except minor conditions such as chilblains, restless legs)
- Dermatitis (See Skin Disease)
- Diabetes
- Diseased ankles
- Disseminated (or multiple) sclerosis
- Ears (any structural or organic defect of the auditory system)
- Enlarged glands
- Epilepsy
- Erysipelas
- Eyes (any structural or organic defect of the optical system)
- Fits (convulsions)
- Frigidity
- Fungal infections (except athlete's foot)
- Gallstones
- Gingivitis
- Glands (enlarged or glandular conditions)
- Glaucoma
- Goitre
- Heart troubles, cardiac symptoms
- Haemorrhagic disease
- Hypertension, or symptoms thereof
- Impetigo
- Impotence
- Indigestion (where the reference is to chronic or persistent)
- Infections (except for relief of symptom)
- Infertility
- Insanity
- Insomnia (where the reference is to chronic or persistent)
- Kidneys, disorders or disease of them
- Lazy eyes
- Leg troubles
- Leprosy
- Leucorrhoea
- Leukaemia
- Liver, disorders or disease
- Locomotor ataxia
- Lupus
- Menopausal ailments (except minor associated conditions)
- Menstrual disorders
- Migraine
- Multiple (or disseminated) sclerosis
- Obesity or overweight
- Osteoarthritis
- Paralysis
- Pernicious anaemia
- Phlebitis
- Prolapse
- Psoriasis (except for temporary relief)
- Purpura
- Pyorrhoea
- Rheumatism (and backache) where the reference is to chronic or persistent, to include 'except for relief of symptoms'
- Rheumatoid arthritis
- Scabies
- Sexual weakness and loss of Libido
- Skin diseases (except those of minor and specified nature)
- Seborrhoea
- Sexual function
- Squint
- Sycosis (barber's rash)
- Thrombosis
- Tuberculosis
- Ulcers (all except mouth ulcers)
- Urinary infections
- Varicose veins (except where the reference is confined to relief by elastic stockings)
- Vascular disorders or diseases
- Venereal diseases
- Verrucae of the feet
- Whooping cough (except for the alleviation of symptoms)

*SCAP
Appendix G*