

TOP TEN DO'S AND DON'TS FOR COMPLIANT PRODUCT PROMOTION

DO

TOP 10

DON'T

Be balanced and accurate!

Present the benefits and the risks of a product equally.



Omit or minimize the risks associated with the use of a product, or exaggerate its effectiveness.



Stay on-label!

All promotional statements about a product must adhere to the product label.



Promote any off-label uses of a product.

Use approved promotional materials!

Use promotional materials provided and approved by the company to promote a product.



Use retired promotional materials or create your own materials to promote a product. Do not add logos, names or other product information to candies, cookies, or other items, without prior approval.



Be careful about comparisons!

Only share competing product information that has been approved by the company.



Make unsubstantiated comparative claims about a competitor's product.



Spread the knowledge!

Share approved scientific publications or journal reprints with healthcare professionals.

Alter any approved publications before you share them with the approved audience.

