MEDICINE ADVERTISEMENTS BOARD
POLICY AND DECISION
(PRODUCT)

Date	Policy and Decision
MAB 1/2022	**Documents Approved by Drug Control Authority** Documents approved by Drug Control Authority pertaining to registered product information, including but not limited to product label, package insert and consumer medication information leaflet (RiMUP) are regulated under Sale Of Drugs Act 1952. Hence, no approval shall be given by the Medicine Advertisements Board for the publication of the said documents under Medicines (Advertisement and Sale) Act 1956.
MAB 3/2017	**Claims** Claims made in an advertisement must be in accordance to the product indication and/or label as approved by the Drug Control Authority (DCA)
MAB 2/2017 (amended MAB 1/2023)	**Display of Logo from Social Media in an Advertisement** Display of social media logo/link in an advertisement format is allowed only if the Approval Serial Number (KKLIU) of the relevant post in the social media is mentioned during application.
MAB 2/2017	**Pricing / Discount** The display of pricing / discount of a registered pharmaceutical product in an advertisement do not fall under Medicine Advertisements Board's purview. It falls under the jurisdiction of Ministry of Domestic Trade, Co-operatives and Consumerism.
MAB 4/2016 (amended MAB 2/2019)	**Format of an Advertisement** Medicine Advertisements Board only allows **ONE** advertisement format or posting (for social media) per application.

MAB 2/2014	**Point of Sale Advertisement Exemption** This policy only applies to advertisement at the point of sale. Any other advertisement in the form of product attachment or otherwise will be considered as a label and would require prior approval by the Drug Control Authority. Advertisement at the point of sale is exempted from MAB's approval subject to the following conditions: 1. The advertisement is not attached to the product, its label or any other approved packaging material 2. No product claims or benefits are allowed to be mentioned 3. Only a reference on the discount / free offer of the registered product made with the purchase of a similar product (same registration number) is allowed. This policy does not apply to any advertisement which includes controlled medicine, poison or contains poisons as specified in the Poisons List set out in the First Schedule to the Poisons Act 1952 (Revised 1989) unless exempted. This policy does not exempt the advertiser from any other written law regulating the advertisement produced
MAB 3/2013	Pursuant to Section 6 of Medicine Advertisements Board Regulations 1976; **Appeal** Any person aggrieved by any decision of the Board may appeal to the Minister whose decision shall be final.
MAB 3/2012	**Use of Testimonials in Product Advertisement** Advertisement containing testimonials by general public must be supported by a consent letter of testimony, in selected cases only.
MAB 5/2011 (amended MAB 1/2021)	**Use of statistical claims** Advertisements containing statistical claims should be supported by **data in peer reviewed journal from the preceding five years prior to the application year.**
MAB 2/2010	**Use of functional claims** Advertisements should not contain any statement(s) giving the impression that any article(s) can be used for the purpose of: i. Preventing or relieving stress of modern living ii. Improving cognitive functions (e.g. concentration, anxiety, depression etc.) iii. Improving mental performance, memory, IQ, intelligence or studies iv. Providing immunity against specific diseases

MAB 12/2007 (amended MAB 3/2011)	**Use of celebrity in advertisement** MAB does not allow any advertisement which uses i. Patients receiving treatment ii. Professionals (Doctors, Dentists, Pharmacists) The use of a celebrity in an advertisement may be allowed upon the discretion of the MAB on a case by case basis where celebrity includes: i. Local/International celebrity ii. Local/International athlete iii. Local/International model Such advertisements should not, whether directly or by implication, mislead the consumer about the product advertised.
MAB 5/2007	**(A) Point of Sale Material - Giant Box** Giant boxes do not require MAB approval. However the box must be: i. An exact replica (not size but shape and content) as the packaging approved by the Drug Control Authority ii. Can only be hanged/displayed in a pharmacy
MAB 1/2007	**Claims for Health Supplement Products** Health supplement products that contain marine protein extract is allowed to carry only indications approved by Drug Control Authority.
MAB 11/2006 (amended MAB 3/2015)	MAB in its meeting on 24th November 2006 decided: i. **Advertisement of product by retail pharmacy** Retail pharmacy is allowed to do advertisement of products. Applications must be done by the product registration holder. Advertisement must be approved by MAB. ii. **Advertisement of product with free gift** Advertisement of products which includes free gift is now allowed. Free gift cannot be the same as the product advertised, traditional or any pharmaceutical products. Examples of free gift allowed are pen, mug, calculator etc **The value of the free gift is not allowed to be mentioned in the advertisement.**
MAB 7/2006 (amended MAB 3/2015)	**Advertisement in the form of t-shirt, calculator, mug, stationeries are exempted from MAB approval.** Information allowed is product brand, company name and logo only. **Request for amendments or changes to approved advertisement formats by MAB** i. Requests for amendments must be submitted within 2 months from the date of approval by MAB. After 2 months the applicant has to send in a

	new application for approval ii. Request for amendments may be allowed upon the discretion of the MAB on a case by case basis. iii. Amendments are allowed **ONCE** only iv. All amendments must obtain approval from MAB **unless stated otherwise** v. Amendments of the following do not require MAB approval. However, the applicant is required to write in to inform MAB on the amendments made. - Pricing - Validity period - Company name, logo, address, email address, telephone and fax numbers - Format layout (the content must be exactly the same as approved by MAB) - Approved URL for domain name (website) - New product label as approved by Drug Control Authority (DCA)
MAB 9/2004	**Advertisement in Form of Product Attachment** Any product attachments such as bottle tag, sticker and wrapper are not considered as advertisement and do not require approval from MAB. This type of format falls under labeling and packaging which requires approval by the Drug Control Authority.
MAB 4/2004	**HALAL logo** Any HALAL logo will be allowed in the advertisement approved by MAB, provided it is substantiated with HALAL certificate issued by JAKIM
MAB 3/2004	**Advertisement in billboard** There should be minimal use of words and the message should be as simple as possible. **General health information** A product advertisement with extensive health information will be considered not suitable for media other than pamphlets and brochures.
MAB 1/2004	**Advertisement in radio by way of talk show** i. Only complete script will be accepted i.e. no addition can be made to the script upon approval ii. No caller segment is allowed iii. Validity of the approval is only for 6 months.

MAB 2003 (amended MAB 2/2016)	Articles or information that is considered educational can be published in association with company name or logo. However it **should not** be associated with the following conditions: i. Reference to the registered pharmaceutical product (i.e brand/ trade/ generic name); ii. Discredit, disparage, degrade, or attack competitors, competing products either directly or by implication; iii. Explicitly identify the competitive product, whether by name, brand name, company, or any form of identification that clearly exposes the identity of the competition