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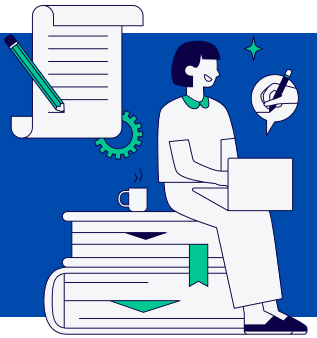
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GUIDELINES FOR PERMISSIBLE CLAIMS IN REGISTERED PRODUCT ADVERTISEMENTS EXEMPTED FROM MEDICINE ADVERTISEMENTS BOARD APPROVAL



MAB E-BOOK

CONTENT



01 **Introduction**
Enforced Act

Example of advertisement for registered medicinal product that requires Medicine Advertisements Board (MAB) approval — 02-03

02 **Registered medicinal products advertisements that do not require MAB approval**

a. Advertisements of registered medicinal products with general claims approved by the Drug Control Authority (DCA) — 05-07

b. Advertisement of registered medicinal products without claims of treating/ preventing any human disease/ condition — 08-09

c. Advertisement of registered medicinal products in the form of replica packages/ giant boxes — 10

INTRODUCTION

ENFORCED ACT

Generally, under the Medicines (Advertisement and Sale) Act 1956, medicine advertisements containing the following elements require MAB approval, namely:

1. Articles, which are information or names of medicines
2. Claims to treat or prevent
3. Human disease or condition

This is as stated under Section 4B Medicines (Advertisement and Sale) Act 1956:

4B. ADVERTISEMENT OF MEDICINES TO BE APPROVED

No person shall take any part in the publication of any advertisement referring to any article, or articles of any description, in terms which are calculated to lead to the use of that article of that description as a medicine, an appliance or a remedy for the purpose of treatment or prevention of diseases or conditions of human beings other than the diseases and conditions specified in subsection 3(1), **unless such advertisement has been approved by the Medicine Advertisements Board.**



EXAMPLE OF ADVERTISEMENT FOR REGISTERED MEDICINAL PRODUCT THAT REQUIRES MAB APPROVAL



CLAIM FOR TREATMENT OF DISEASE

ARTICLE/ REGISTERED MEDICINAL PRODUCT

APPROVAL SERIAL NUMBER KKLIU

DID YOU KNOW

Broadcasting advertisements for registered medicinal products ***DOES NOT*** *require MAB approval, provided the content of the advertisement does not contain elements of treating or preventing a disease as follows:*

1. **Advertisement of registered medicinal products with general claims approved by the DCA**
2. **Advertisement of registered medicinal products without claims of treating/ preventing any human disease/ condition**
3. **Advertisement of registered medicinal products in the form of replica packages/ giant boxes**



1

ADVERTISEMENTS OF REGISTERED MEDICINAL PRODUCTS WITH

GENERAL CLAIMS

APPROVED BY DCA

The following are examples of general claims that do not require MAB approval:

- Used as health supplement
- Traditionally used for general health
- Traditionally used for general health maintenance
- Used to support general health
- For men's or women's health



However, advertisements for registered medicinal products with such general claims must comply with the specified conditions.

Displays information approved by the DCA as follows:

- General claims
- Packaging label
- Product name & product registration number (MAL)
- Product label information, such as: list of ingredients, source of ingredients, processing technology, dosage/ recommended use, certification logos and others
- Name and address of product registration holder/ manufacturer/ distributor

Does not display information such as the following:

- Unapproved claims
- Claims, labels, illustration, pictures, graphics or captions that imply to treat or prevent a human disease or condition
- Additional information that beyond the intended use of the product
- Fuctional statement for an ingredient, pharmacokinetics/ pharmacodynamics of the product
- Information or logos related to website or social media such as FB, Instagram, TikTok and others

EXAMPLE OF ADVERTISEMENT
Exempted from MAB Approval



PRODUCT NAME

GENERAL CLAIM OF PRODUCT

XYZ TABLET



TRADITIONALLY USED FOR GENERAL HEALTH MAINTENANCE

MAL12345678T

HAPPY DAY SDN BHD
123, JALAN HAPPY, BANDAR NAGA, 47810 SELANGOR

PRODUCT PACKAGING LABEL

NAME & ADDRESS OF PRODUCT REGISTRATION HOLDER/ MANUFACTURER/ DISTRIBUTOR

PRODUCT REGISTRATION NUMBER

EXAMPLE OF ADVERTISEMENT REQUIRING MAB APPROVAL







The above advertisement contains additional information, specifically graphics that indirectly imply treatment of human diseases or conditions such as improving human genetics, heart health and physical performance, which go beyond the intended use of the product as approved by the DCA.

2 ADVERTISEMENTS OF REGISTERED MEDICINAL PRODUCTS

WITHOUT CLAIMS OF TREATING/ PREVENTING ANY HUMAN DISEASE/ CONDITION

The following are examples of advertisements without a claim to treat or prevent a human disease/ condition:

a) Advertisements introducing new products/ packaging labels as approved by the DCA



Condition:

Packaging label must not show claims to treat human disease or condition

b) Advertisements of price lists and pictures of registered medicinal products



c) Contest/ competition advertisements



2 ADVERTISEMENTS OF REGISTERED MEDICINAL PRODUCTS WITHOUT CLAIMS OF TREATING/ PREVENTING ANY HUMAN DISEASE/ CONDITION

d) Advertisements of brand/ product or company logo



e) Advertisements show pictures of genuine and fake products



3 ADVERTISEMENTS OF REGISTERED MEDICINAL PRODUCTS IN THE FORM OF REPLICA PACKAGES / GIANT BOXES

According to MAB Policy 5/2007, advertisements of replica packages / giant boxes do not require MAB approval. However, the advertisements must comply with the following conditions:

- An exact replica as the packaging approved by the DCA; and
- Can only be hanged/ displayed in a pharmacy





Kementerian Kesihatan Malaysia

MEDICINE ADVERTISEMENTS BOARD

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