



PHARMACEUTICAL SOCIETY  
of New Zealand Incorporated

25<sup>th</sup> January 2012

### **Joint Position Statement for the Promotion of Pharmacist-only Medicines**

Pharmacist-only medicines are essentially 'pharmacist prescribed' products. Their sale is at the legal and professional discretion of the pharmacist – section 18(1)(b) of the Medicines Act. Price discounting may incite inappropriate demand.

The SMI and Pharmaceutical Society believe that the promotion of pharmacist-only medicines should be based on product awareness and education, as opposed to price.

The advertised price of pharmacist-only medicines should be at the discretion of the pharmacist and not be driven by the supplier of these medicines.

Recommended guidelines to be adhered to:

- Physical product must not be available for self-selection by the consumer. This is a legal requirement of section 47(1) of the Medicines Act.
- Promotional displays can include empty packs, dummy boxes and/or advertising material as long as no physical product is present in front of counter or available for self-selection by the consumer.
- Planogram space on shelf can include empty packs, dummy boxes or mock up promotional units. These must include a directive to consult with the pharmacist.
- Promotional and window displays should be used as a mechanism to continue to create awareness of the brand and to educate the consumer as to the use and therapeutic benefits of the product. They must include a directive to consult with the pharmacist – a requirement of regulation 8(2) of the Medicines Regulations (as amended 1 August 2011) and Part 7 section 2.2.2 of the Medsafe Guideline on the Regulation of Therapeutic Products in NZ (October 2011).
- Any advertisement (such as in a promotional catalogue or other media) must include a directive to consult with the pharmacist. Suggested statements include "Available only from your pharmacist" or "Your pharmacist's advice is required", or words of similar meaning. See also regulation 8(2) of the Medicines Regulations (as amended 1 August 2011) for further requirements.

**Tim Roper**  
Executive Director  
New Zealand Self Medication Industry  
Association

**Richard Townley**  
Chief Executive Officer  
Pharmaceutical Society of New  
Zealand Inc