

## **Bausch & Lomb and Merck Serono have each breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.**

### **Bausch & Lomb – Case AUTH/2796/9/15**

For not being sufficiently clear about the licensed doses for Emerade (adrenaline auto-injector), for making other misleading and unsubstantiated claims and disguising the promotion of its medicine, Bausch & Lomb UK Limited was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry.
- Clause 7.2** - Making a misleading claim.
- Clause 7.4** - Making an unsubstantiated claim.
- Clause 7.10** - Failing to encourage the rational use of a medicine.
- Clause 9.1** - Failing to maintain high standards.
- Clause 12.1** - Disguising promotional materials.

### **Bausch & Lomb – Case AUTH/2817/12/15**

For breaching an undertaking previously given in relation to the use of the word 'new' in the promotion of Emerade (adrenaline auto-injector), Bausch & Lomb UK Limited was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry.
- Clause 9.1** - Failing to maintain high standards.
- Clause 29** - Failing to comply with an undertaking.

### **Merck Serono – Case AUTH/2804/11/15**

For failing to certify Rebif (interferon beta-1a) promotional material, and similarly being ruled in breach for failing to certify representatives' briefing material in a previous case, Merck Serono was ruled in breach of the following clauses of the Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry.
- Clause 9.1** - Failing to maintain high standards.
- Clause 14.1** - Failing to certify promotional material before use.

The full case reports were published in the PMCPA February Code of Practice Review and are also available at [www.pmcpa.org.uk](http://www.pmcpa.org.uk)

The Prescription Medicines Code of Practice Authority (PMCPA) was established by The Association of the British Pharmaceutical Industry (ABPI) to operate the ABPI Code of Practice for the Pharmaceutical Industry independently of the ABPI. The PMCPA is a division of the ABPI. The Code covers the promotion of medicines for prescribing to health professionals and the provision of information to the public about prescription only medicines.

If you have any concerns about the activities of pharmaceutical companies in this regard, please contact the PMCPA at 7th Floor, 105 Victoria St, London, SW1E 6QT or email: [complaints@pmcpa.org.uk](mailto:complaints@pmcpa.org.uk).

The Code and other information, including details about ongoing cases, can be found on the PMCPA website: [www.pmcpa.org.uk](http://www.pmcpa.org.uk)