



# CP 2000/119 Final EN/fr

Original : EN

## TITLE / TITRE

Motion on Medical Advertising – Information Technology

Motion sur la publicité médicale – Technologie de l'information

## AUTHOR / AUTEUR

Dr LETH

## CONCERNING / CONCERNE

All Delegations

Toutes les délégations

## PURPOSE / OBJET

Adopted during the Board on 02/09/2000 – Adopté lors du Conseil le 02/09/2000

## DATE

15/09/2000

## KEYWORDS / MOTS CLEFS

Advertising – Technology / Publicité - Technologie

To the Board

**Motion on Medical Advertising – Information Technology.  
Saturday September 1, 2000.**

**NOTING** the ongoing activities within the EU concerning marketing and sale of pharmaceutical products,

**RECONFIRMING** the CP stands

- That prescription drugs-only should not be marketed to the public.
- That the sale of pharmaceuticals via E-commerce entails danger to the patients.

**UNDERLINING** the need for common European rules on definition of OTC-drugs.

**THE BOARD RESOLVES** that, in order to strengthen the CP position, other professional organisations concerned could be approached for joint efforts.