



Advertising Standards Canada
Les normes canadiennes de la publicité

NEW PERMISSIBLE CLAIM FOR AUTHORIZED HEALTH PRODUCTS: “AUTHORIZED FOR SALE BY HEALTH CANADA”

In recent discussions with ASC, Health Canada has confirmed that the statement “*Product X is authorized for sale by Health Canada*” can be used when advertising authorized health products bearing a Drug Identification Number (DIN), Homeopathic Medicine Number (DIN-HM)) or Natural Product Number (NPN).

As per Section C.01.007 of the *Food and Drug Regulations*, and Section 92 of the *Natural Health Products Regulations*, “No reference, direct or indirect, to the *Act* or these regulations shall be made upon any label of or in any advertisement for a drug unless such reference is a specific requirement of the *Act* or these regulations”. Up until now, the application of this *Regulation* as set out in Section 2.10 of Health Canada’s *Consumer Advertising Guidelines for Marketed Health Products* has precluded use of statements or claims that suggest authorization by Health Canada, i.e., “*Claims that state or imply product endorsement or authorization by Health Canada or any other government agency are prohibited*”.

Over the past several years, manufacturers of authorized products have wanted a mechanism to clearly differentiate their authorized health products from those that are unauthorized for sale in Canada. Understanding the importance of these requests, Health Canada has now reviewed the issue and determined that use of the statement “*Product X is authorized for sale by Health Canada*” is consistent with the provisions of the *Regulations*, and thus acceptable. As well, as always, it is permissible to include the actual DIN, DIN-HM, or NPN in health product advertising.

For more information, please contact:

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