

# Information Leaflet

## Legal requirements on advertising of veterinary medicinal products at EuroTier

Based on Regulation (EU) 2019/6, i.e. articles 34, 119 - 121

- The advertising of veterinary medicinal **products that are subject to veterinary prescription** to the general public is **prohibited**.
- Only veterinary medicinal products that are **authorised or registered in an EU Member State** may be advertised in that EU Member State.
- The advertising shall **comply with the characteristics of the product**, presenting it objectively without exaggerating its properties.

**Veterinary medicinal products** in the sense of the Regulation are substances or combination of substances which

- are presented as having properties for treating or preventing disease;
- have the purpose to restore, correct or modify physiological functions;
- have the purpose to be used in animals to make a medical diagnosis;
- are used for euthanasia of animals;

**Advertising of veterinary medicinal products** in the sense of the Regulation means any form of representation in connection with veterinary medicinal products.

This includes displaying pharmaceutical/technical information, the product name, names of active ingredients, the product itself or (empty) packaging of the product, illustrations/photos of the product or the packaging, making product information (e.g. catalogues etc.) available in paper or electronically.

Veterinary products **subject to veterinary prescription** are

all products for food-producing animals, antimicrobial products, hormones, vaccines, injectables, narcotics/psychotropics, products for anaesthesia or euthanasia, etc.

Compliance with these regulations will be monitored and enforced by the competent authority.

**Incompliant advertising materials will be removed and/or confiscated.**

### What kind of advertising is permitted at EuroTier?

- General information on the company and on targeted diseases;
- Advertising medicinal products not subject to veterinary prescription and licensed in the EU;
- Advertising medicinal products subject to veterinary prescription restricted to veterinary health professionals prohibiting sight and access to the general public.

Lower Saxony State Office for Consumer Protection and Food Safety (LAVES) is the competent authority enforcing the Regulation (EU) 2019/6 at EuroTier.

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