

# HEALTH SCIENCES AUTHORITY

## REGULATORY GUIDANCE

MARCH 2005

## GUIDANCE ON ADVERTISEMENTS OF TRADITIONAL MEDICINAL MATERIALS



# GUIDANCE ON ADVERTISEMENTS OF TRADITIONAL MEDICINAL MATERIALS

## 1. Introduction

- 1.1 This document provides a set of guidelines to the industry on the kind of indications and efficacy claims that could or could not be used, for the advertisements of traditional medicinal materials.

## 2. Definitions

- 2.1 Traditional medicinal materials refer to materials with medicinal properties, which are used in herbal medicines, and it includes materials used in traditional Chinese medicine, traditional Indian medicine, traditional Malay medicine (Jamu) and also herbal medicines from other countries.
- 2.2 The term “traditional medicinal materials” shall cover medicinal materials from plants, animals or minerals in their natural states, or in processed forms that have undergone simple processing, such as cutting or drying.
- 2.3 Traditional medicinal materials basically fall under two broad categories, mainly those sold in loose or bulk form, and those that are pre-packed for sales (stating information such as product name, brand name, ingredients, indications, dosages and/or instructions for use on the packaging materials).

## 3. Advertisements

- 3.1 Traditional medicinal materials should not be advertised with any direct or indirect reference to the list of 19 diseases and conditions legislated in the Schedule to the Medicines Act. The list is reproduced below.

<b>List of prohibited 19 diseases and conditions</b>	
1. Blindness	11. Leprosy
2. Cancer	12. Menstrual disorders
3. Cataract	13. Paralysis
4. Drug addiction	14. Tuberculosis
5. Deafness	15. Sexual functions
6. Diabetes	16. Infertility
7. Epilepsy or fits	17. Impotency
8. Hypertension	18. Frigidity
9. Insanity	19. Conception and pregnancy
10. Kidney diseases	

- 3.2 In addition, no efficacy claims is allowed for serious medical diseases, disorders and conditions, including osteoporosis, insomnia, hepatitis, thyroid disorders, heart or cardiovascular diseases, genetic disorders, infectious diseases, sexually transmitted diseases, etc.
- 3.3 A list of examples of general health claims is provided below to illustrate the kind of efficacy claims that may be used in the advertisement of traditional medicinal materials, based on traditional/long-standing use, as documented in approved traditional medicine literature.

<b>Examples of General Health Claims</b>
Used as a liver tonic or to support liver function.
For energy and general health maintenance
Helps to maintain healthy vision
Helps to support urinary tract function
Promotes joint mobility
Promotes healthy hair & skin
Promotes vitality

- 3.4 Traditional medicinal materials advertisements that contain medicinal claims, or therapeutic claims will require prior-approval and advertisement permit from the authority.
- 3.5 In summary, advertisements with no medicinal claims will not be subject to prior-approval and permit requirement by the authority. This is also applicable for advertisement solely to announce the sales promotion methods of traditional medicinal materials. (E.g. discounts)

## **4. Conclusion**

- 4.1 This guidance may be updated from time to time. For more information on the regulation of medical advertisements and sales promotion of health products in Singapore, please refer to HSA website:

<http://www.hsa.gov.sg/>

# HEALTH SCIENCES AUTHORITY

Health Products Regulation Group  
Blood Services Group  
Applied Sciences Group

[www.hsa.gov.sg](http://www.hsa.gov.sg)

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