



**MEDICINES ADVERTISING LIAISON GROUP**  
**10 March 2016**  
**R-M-426(A) at 2:30pm**  
**MHRA**

**PROPOSED AGENDA**

1. Agreement of Agenda
2. Minutes of last meeting – 8 July 2015
3. Matters Arising
  - Roles of self-regulation and statutory regulation
  - Transfers of value - PMCPA
4. PAGB and devices for self-care - PAGB
5. Essential information in advertising - MHRA/PMCPA
6. Advertising of nicotine products - MHRA/ASA
7. Guidance and Codes of Practice - ALL
  - Review of Codes of Practice
8. Areas of current concern - ALL
  - Invitation for contributions
  - Advisory Boards - MHRA/PMCPA
  - Advertising Traditional Herbal Remedies - MHRA/PAGB
  - Natural claims - MHRA/PAGB
  - Advertising of POMs to the public - ASA/MHRA
  - Social media
  - Other issues around the table
9. Any Other Business