

SUMMARY REPORT FOR PUBLICATION

May 2018: Advertisement of Chloramphenicol capsules 250mg, a prescription only medicine to the public

A member of the public complained to the MHRA about an advertisement for Chloramphenicol capsules 250mg produced by Essential Generics and published in the November 2017 issue of *Microbiology Today*, an online publication of the Microbiology Society. The complainant alleged that a prescription only medicine was being advertised to the public.

The MHRA upheld the complaint since *Microbiology Today* is not a publication that is “wholly or mainly directed” at persons qualified to prescribe or supply medicines. Essential Generics agreed to stop advertising of this prescription only medicine in future publications of the magazine.