**SUMMARY REPORT FOR PUBLICATION**

**September 2019**

**Promotion of Tremfya in the BMJ Issue: 8206, 6 July 2019 by Janssen-Cilag Ltd**

MHRA reviewed a promotional advert for Tremfya (guselkumab) that appeared in the BMJ print issue of 6 July 2019 as part of MHRA’s routine scrutiny of promotional material for medicinal products. The item did not clearly state the full indication for Tremfya, and it was not immediately clear that the medicine is used to treat psoriasis. This issue was previously addressed during [MHRA vetting](https://www.gov.uk/guidance/advertise-your-medicines) (a checking process at launch) of similar promotional materials for Tremfya in November 2017, thus we considered this promotional advert to be inconsistent with principles already agreed during the period of vetting.

Janssen-Cilag Ltd have agreed to withdraw the promotional advert from any future publication and adhere to the principles already agreed during the MHRA vetting process.