**SUMMARY REPORT FOR PUBLICATION**

**September 2019 Promotion of Soprobec by Glenmark Pharmaceuticals Europe Ltd**

Chiesi Limited complained about a pull-up banner and formulary decision guide for Soprobec (beclomethasone dipropionate) issued by Glenmark Pharmaceuticals Europe Ltd. The complainant alleged that the promotional materials made a claim that Soprobec was “just like” Clenil Modulite inhalers and that it provided a cost saving which they believe to be inaccurate, misleading and unsubstantiated.

MHRA did not uphold the complaint. Glenmark Pharmaceuticals Europe Ltd assured MHRA that the Summary of Product Characteristics for Soprobec is largely identical to that for Clenil Modulite, which suggests that there are no significant differences between the products. Glenmark also provided a justification for the cost-saving claim.