**Websites offering medicinal treatment services – November 2019**

The following companies have amended their advertising following MHRA action on complaints to ensure that unlicensed or prescription only medicines are not promoted to the public, and/or that factual statements about medicines are not misleading.

Vir Health Ltd (trading as Numan)

The list relates to specific advertising action taken on a particular date and is no endorsement of the ongoing practices of the website.

You can see details of MHRA guidance for providers that offer medicinal treatment services in [Appendix 6](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/407289/Appendix_6_-_Blue_Guide.pdf) of the [MHRA Blue Guide](https://www.gov.uk/government/publications/blue-guide-advertising-and-promoting-medicines).

**MHRA advice for providers offering services for erectile dysfunction or hair loss**

Following a series of complaints in 2019 concerning advertisements for treatment of erectile dysfunction or hair loss that were proactively distributed on social media or via email, MHRA is issuing additional advice to these service providers to help ensure advertisements conform with Part 14 of the Human Medicines Regulations 2012:

An advertisement that contains any of the following features is likely to promote the use of medicines containing sildenafil or finasteride in breach of [regulation 284](http://www.legislation.gov.uk/uksi/2012/1916/regulation/284/made) of the Regulations, which prohibit the issue to the general public of an advertisement for a Prescription Only Medicine (POM) which is likely to lead to its use:

* mention of a specific POM by brand name or active ingredient
* general references to “medicines”, “pills” or “tablets” etc with the clear implication that this is the outcome of a consultation
* general images that appear to represent specific medicines or tablets that would be supplied as a result of a consultation
* pictures of patient information leaflets for specific POMs.

By way of a reminder, compliance with the legislation is best achieved by focussing on the service provision offered by the website as outlined in our [guidance for treatment service providers](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/824545/Appendix_6_-_Blue_Guide.pdf)

For the avoidance of doubt, if an advertisement directed at the public is intended to refer to a specific licensed over-the-counter medicine it should be presented in such a way that it is clear that the message or material is an advertisement for this specific medicine. Annex 3 of the [Blue Guide](https://www.gov.uk/government/publications/blue-guide-advertising-and-promoting-medicines) sets out the statutory particulars to be included in such advertising to the public.