**Summary report**

**January 2020: Offer of discounted multiple packs of analgesics by gpdiagnostics on ebay**

A member of the public complained that Home Health UK Ltd, trading as gpdiagnositcs on ebay, was promoting an offer that encouraged the purchase of multiple packs of analgesic medicines in a single transaction on eBay.

The MHRA strongly discourages sales offers that encourage the purchase of multiple packs of analgesic products in a single transaction in order to protect public health. Encouraging sales of multiple packs can cause unnecessary stockpiling of medicines and may be a contributory factor in impulsive suicide.

The MHRA has worked closely with stakeholders representing both large and small retailers, pharmacists, trading standards offices and the pharmaceutical industry to develop [guidance](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/824548/Appendix_4_-_Blue_Guide.pdf) on best practice on the sale of medicines for pain relief. The guidance outlines that promotional offers on medicines for pain relief should not directly encourage the purchase of more than one pack. It also advises that no more than two packs of 16 tablets should be sold in one transaction unless there is pharmacist supervision.

Home Health UK have removed all discounted pack sizes from the ebay listing and have put in place a process in place to limit order quantities in line with best practice.