**January 2020: Promotion of Targinact (oxycodone/naloxone)**

The MHRA became aware of action taken in Australia by the [Therapeutic Goods Administration](https://www.tga.gov.au/media-release/mundipharma-fined-misleading-advertising-opioids-health-professionals) concerning advertising for oxycodone/naloxone products.

While the regulatory situation may be different to that in the UK, MHRA wished to assure itself that any UK advertising for these products promoted [rational use](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/824778/Blue_Guide.pdf) by presenting them objectively and without exaggerating their properties.

We asked Napp Pharmaceuticals Ltd, the UK Marketing Authorisation Holder for the product licensed in the UK that contains these active ingredients under the brand name Targinact, to provide us with copies of current promotional materials. The company responded to say that it had had no promotional materials in circulation for this product since 2016.