**SUMMARY REPORT FOR PUBLICATION**

14 April 2020 Promotion of Lumigan by The Wrinkle Dr Ltd (trading as The Eyelash Dr)

MHRA received a complaint about promotional material presented on social media platforms and The Eyelash Dr website. The complainant alleged that a prescription only medicine (POM) was promoted to the public for an unlicensed indication.

[Regulation 280](http://www.legislation.gov.uk/uksi/2012/1916/regulation/280/made) of the Regulations states an advertisement must: comply with the particulars listed in the Summary of Product Characteristics (SPC); encourage the rational use of the product; and not be misleading.

[Regulation 284](http://www.legislation.gov.uk/uksi/2012/1916/regulation/284/made) which prohibits the issue to the general public of an advertisement for a prescription only medicine (POM) which are likely to lead to its use.

MHRA upheld the complaint regarding the advertisement of a specific POM to the general public and suggesting the use of this medicine outside its licenced indication(s) as listed in the SPC. The Wrinkle Dr Ltd confirmed that they have removed all references to a named POM from social media platforms and website homepage. The company also agreed to review their social media and related content to ensure it complies with 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).