**SUMMARY REPORT FOR PUBLICATION**

May 2020 Promotion of paracetamol by MedExpress Enterprises Ltd trading as MedExpress

A member of the public complained about an advertisement for paracetamol which was proactively distributed via email by MedExpress. The complainant alleged that a promotional email was received offering a medicinal product for free.

MHRA view was that an advertisement that is proactively distributed offering a medicinal product for free is likely in breach of [regulation 293](http://www.legislation.gov.uk/uksi/2012/1916/regulation/293/made) of the Regulations, which prohibits the sale or supply of samples of medicinal products to any member of the public by a marketing authorisation holder or any third parties. Offers to potential consumers to enable them to obtain the pack for free or for an unreasonably low sum so as to be almost be free are considered to fall within this prohibition, thus MHRA upheld the complaint. MedExpress Enterprises Ltd contested MHRA’s view of the interpretation of the Regulation, but confirmed that they did not intend to repeat the email offer.