**SUMMARY REPORT FOR PUBLICATION**

July 2020 Promotion of generic sildenafil by Hims UK Limited (trading as Hims)

A member of the public complained about an advertisement for sildenafil. The complainant alleged that an advertisement for prescription-only sildenafil appeared on social media platforms.

Hims UK Limited clarified that the promotional content being advertised was for an over-the-counter medicine (legal status P, pharmacy medicine), therefore, MHRA did not uphold the complaint. Hims UK Limited confirmed that they would ensure that any advertisement directed at the public referring to a specific licensed over-the-counter medicine will be clearly presented in this context.

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. Further guidance for service providers for treatment of erectile dysfunction is available [here](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/855151/Website_treatment_services_Nov_2019.docx) on our website and in [appendix 6](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/824545/Appendix_6_-_Blue_Guide.pdf) of the Blue Guide.