**SUMMARY REPORT FOR PUBLICATION**

**February 2023 Promotion of Lemsip Max All in One range by Reckitt UK Commercial Ltd**

A healthcare professional complained about an advertisement for Lemsip Max All in One range of products, which was published as a poster on the London Underground by Reckitt UK Commercial Ltd.

The complainant alleged that the poster inappropriately promoted the medicines for use before an individual may have symptoms of cold or flu, for which the products are indicated to relieve. The healthcare professional was concerned that the medicines contained active ingredients that should not be taken without an appropriate indication. The poster advertisement highlighted the product range and made reference to, among other things, “A feel like it’s coming cold”. The advertisement also stated: “However you cold, Lemsip it”.

MHRA upheld the complaint based on the view that the advertisement suggested to consumers that the medicine could be taken to prevent a cold which broadened the potential use of the product beyond the appropriate scope and was therefore in breach of [regulation 280](https://www.legislation.gov.uk/uksi/2012/1916/regulation/280/made)(1), 280(2) and 280(3) of the Human Medicines Regulations 2012, which provide that:

*280 (1).— A person may not publish an advertisement for a medicinal product with a marketing authorisation, traditional herbal registration or Article 126a authorisation unless the advertisement complies with the particulars listed in the summary of the product characteristics.*

*(2) A person may not publish an advertisement for a medicinal product unless the advertisement encourages the rational use of the product by presenting it objectively and without exaggerating its properties.*

*(3) A person may not publish an advertisement for a medicinal product that is misleading.*

The company confirmed that they have withdrawn the advertisement from use for Lemsip Max All in One range.