**SUMMARY REPORT FOR PUBLICATION**

**Promotion of HERBALSTORE Sleep Aid on an online retail platform – July 2025**

The MHRA has worked with the Marketing Authorisation Holder for HERBALSTORE Sleep Aid to ensure that its promotion by third-party sellers on an online retail platform was compliant with the advertising Regulations (Part 14 of the Human Medicines Regulations 2012), following a complaint from a member of the public that the information provided about the product made claims that were not consistent with the Summary of Product Characteristics.

HERBALSTORE Sleep Aid is a traditional herbal medicinal product used for the temporary relief of sleep disturbances based on traditional use only.

Further information about the special requirements for the promotion of traditional herbal medicinal products to the public is provided in the [MHRA Blue Guide](https://www.gov.uk/government/publications/blue-guide-advertising-and-promoting-medicines).