

WHA20.35 Pharmaceutical Advertising

The Twentieth World Health Assembly,

Considering the constant and rapid increase in the number of pharmaceutical preparations available on the market;

Noting that in certain cases drugs have been advertised without having undergone the necessary experimental and clinical evaluation; and

Considering the desirability of internationally acceptable criteria for the advertising of pharmaceutical products,

REQUESTS the Director-General to study the ethical and scientific criteria that, from the medical point of view, should govern the advertising of drugs, and to report thereon to the forty-first session of the Executive Board and to the Twenty-first World Health Assembly.