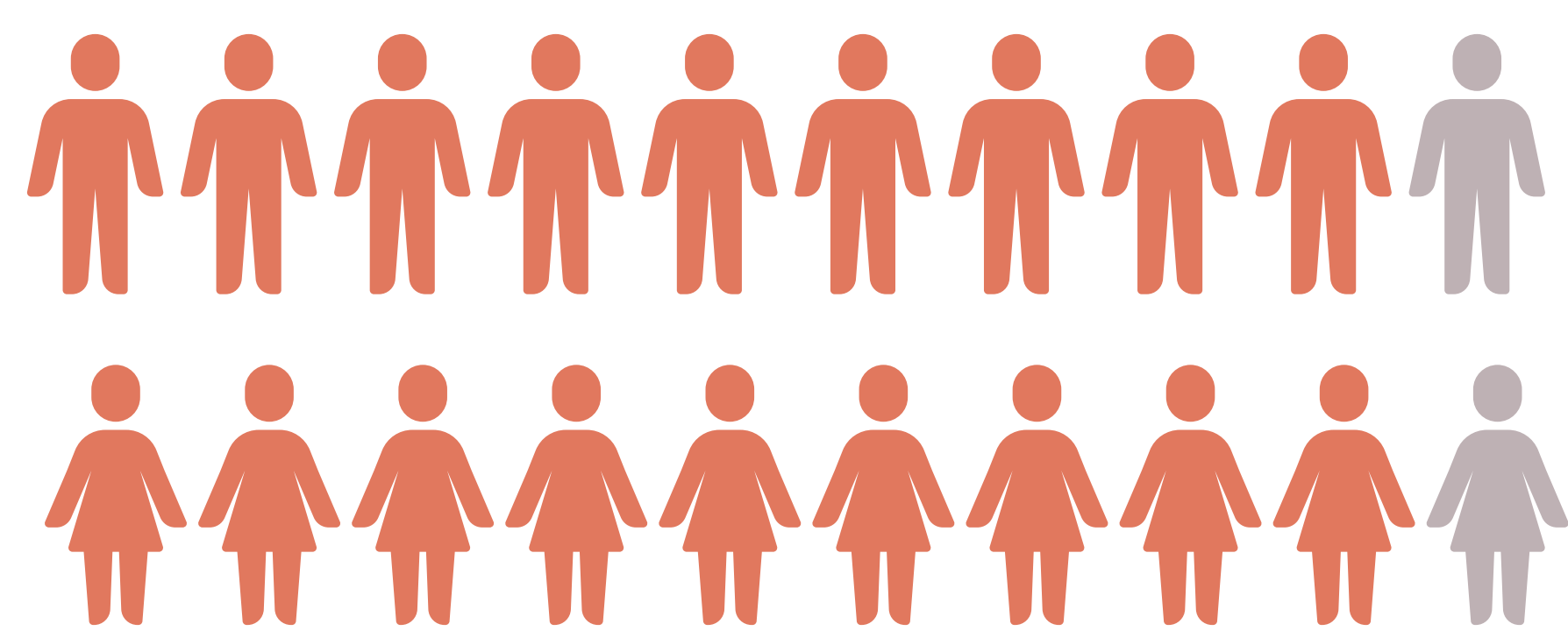
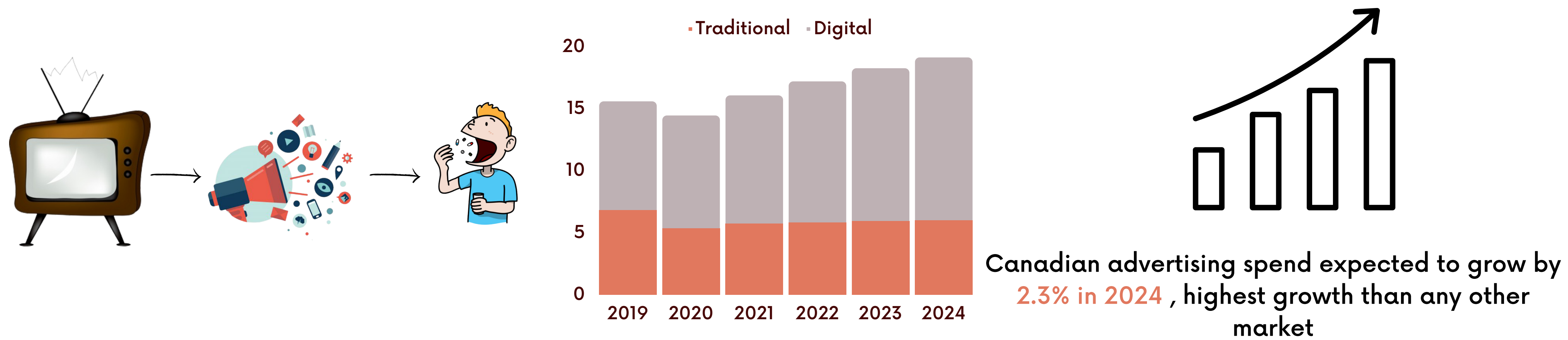
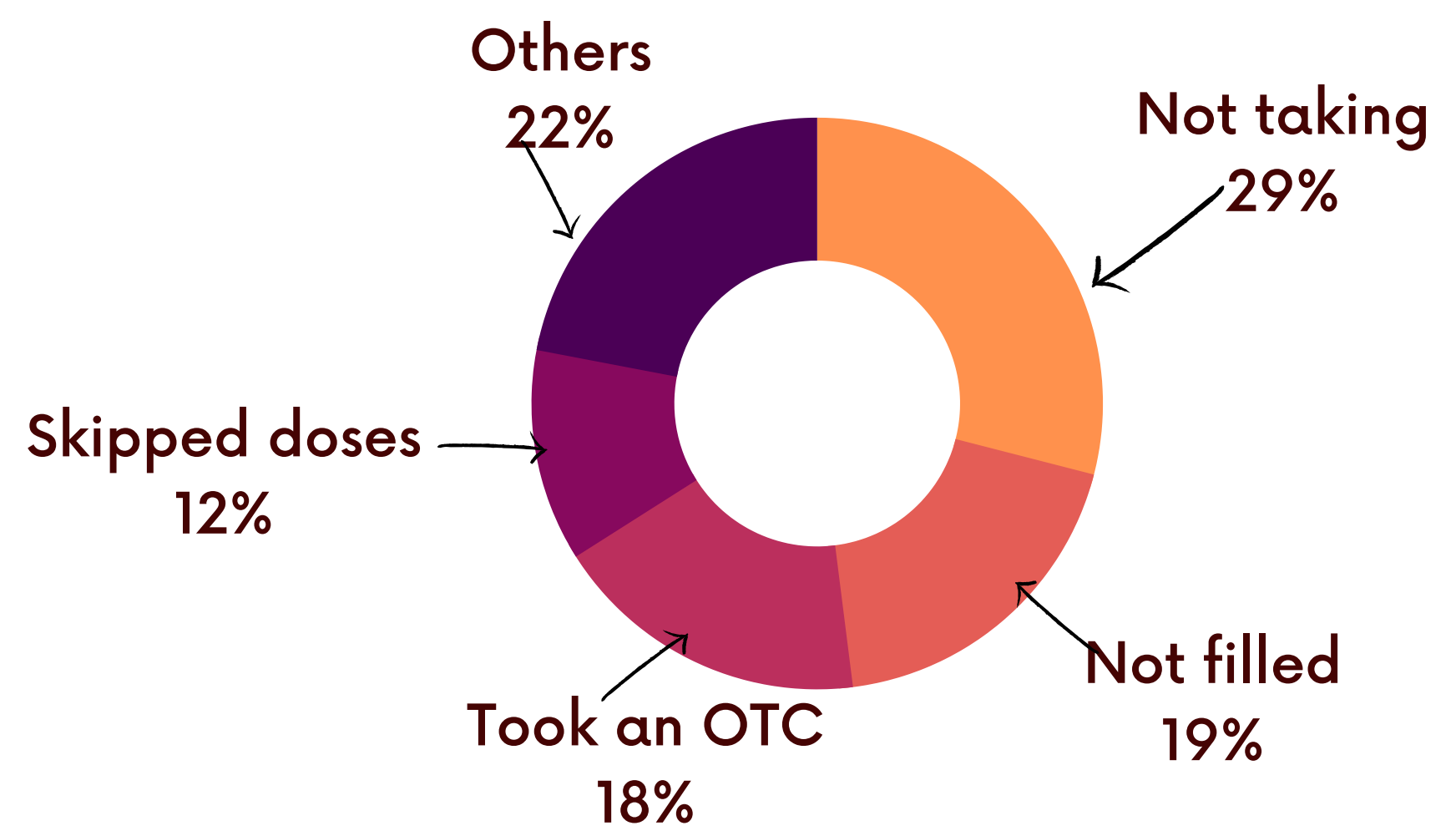


# IMPACT OF ADVERTISING IN PHARMACEUTICAL PRODUCTS

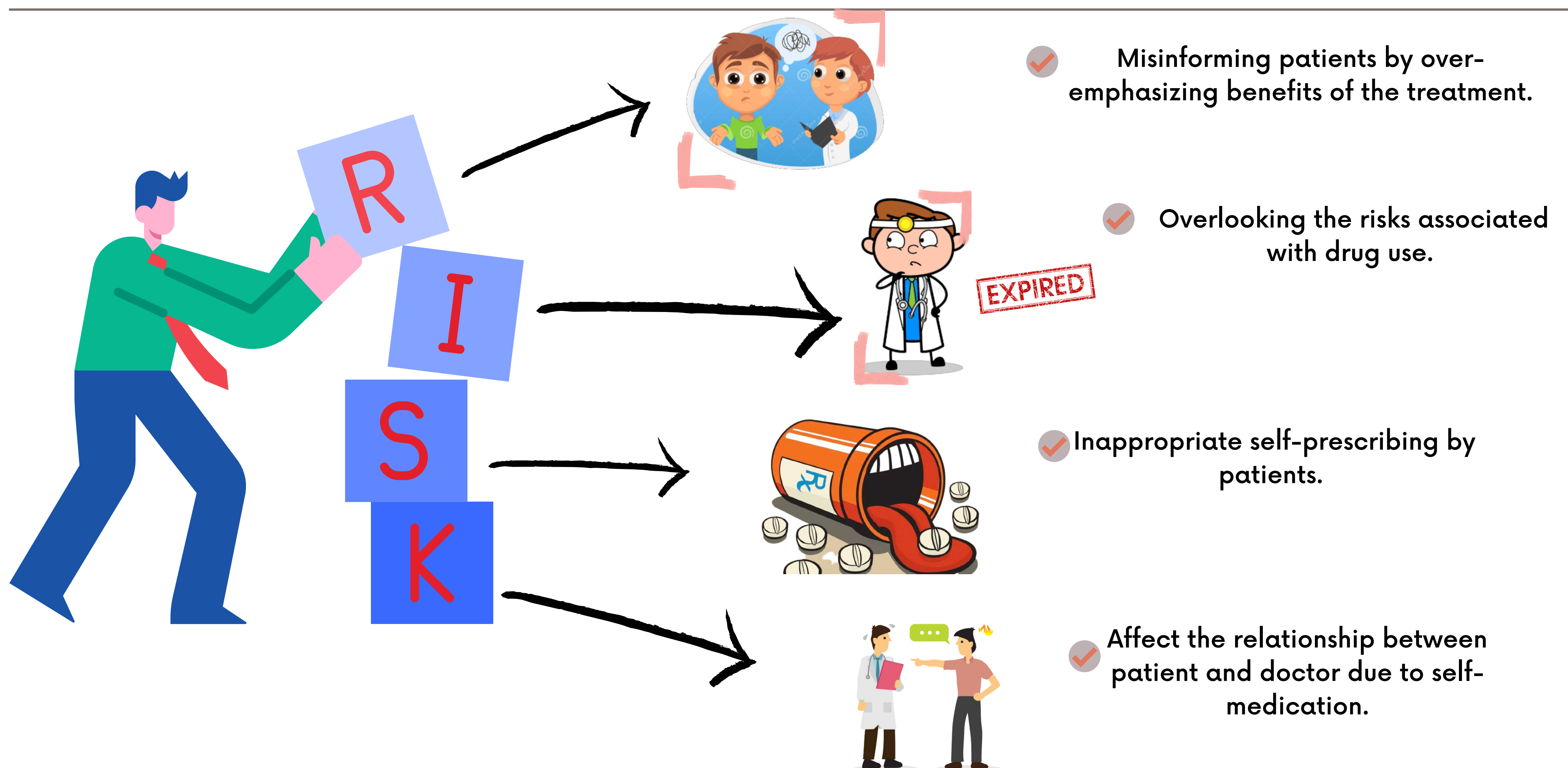
Alexis Rodriguez | Pema Choden | Oghogho Bawo-Oteri | Jinshu John | AL-Fayoumi Bayan



90% of the complaints received by Health Canada were with regards to prescription drugs which involved direct-to-consumer advertising.



High drug costs due to ads forced people to choose between life-saving drugs and other essentials.



## Recommendations

- 1 Law enforcement for supplementing product advertising and marketing.
- 2 There is a need to incorporate other programs including codes of ethics.
- 3 Prohibiting the advertisement of any drug to the public as a treatment, preventive, or cure for serious diseases.
- 4 Prohibiting the advertisement of prescription-only medicines.