

China intensifies laws on healthcare product advertising

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Singapore: China's legislative body has begun a draft amendment of the Advertising Law, which proposes tougher regulation on healthcare products advertising. As per the new recommendations, the products should clearly be labeled with the ingredients' name, dosage, and function.

The law further states that advertisements will require to exclude contents about disease prevention and treatment and should clearly state that the products are not substitution for medications. Healthcare products are also not allowed to be introduced as medicine or to be reported to have medical functions.

"As many health care products in China contain traditional medical ingredients, the mixing of ingredients may result in new functions," said Mr Cong Bin, an official from the law committee of China's top legislature. "Regulations on contents of health care products should be further strengthened. Also labels and product introductions of health care products must be regulated to avoid misleading of consumers."

The revised law also stipulates that television and radio programs will not be used to promote healthcare products. The stricter revision comes as health care products see a rapid increasing in the market, especially among senior citizens who tend to believe that these products can actually cure chronic diseases.