

# TOP TEN DO'S AND DON'TS FOR COMPLIANT PRODUCT PROMOTION

## DO

### TOP 10

## DON'T

### Be balanced and accurate!

Present the benefits and the risks of a product equally.



Omit or minimize the risks associated with the use of a product, or exaggerate its effectiveness.



### Stay on-label!

All promotional statements about a product must adhere to the product label.



Promote any off-label uses of a product.

### Use approved promotional materials!

Use promotional materials provided and approved by the company to promote a product.



Use retired promotional materials or create your own materials to promote a product. Do not add logos, names or other product information to candies, cookies, or other items, without prior approval.



### Be careful about comparisons!

Only share competing product information that has been approved by the company.



Make unsubstantiated comparative claims about a competitor's product.



### Spread the knowledge!

Share approved scientific publications or journal reprints with healthcare professionals.

Alter any approved publications before you share them with the approved audience.

