



## Department of health advertisement

### Guidelines for Health Advertisement Approval Requisition

#### General

- MOH Advertisement. approval does not release the establishment from obligations and adherence to laws and regulations set by other governmental bodies regarding products and services or distribution and displaying of the advertisement
- In specific cases, additional documents may be needed according to the text of the advertisement.
- The advertisement may include more than one product, in which case the documents for each product should be submitted as well.
- A single advertisement may include more than one establishment, either directly by name or by use of logo, in which case no objection letter from the concerned establishment should be submitted.
- All letters and written communications from establishment addressed to health advertisement department should be printed on establishment's letter head sheets.
- Arabic translation for advertised text "other than Arabic or English" along with declaration by the establishment that translation matches the original text.
- For e- deals the following disclaimer should be added to the advertisement .

*"This advertisement permission was granted by MOH based on the professional / activity licenses for both advertising facility and its healthcare providers who should deliver the service / products in accordance with the regulations and standards set by the licensing authority.*

*MOH is ABSOLUTELY NOT part of this deal or any of its terms . Buying the deal is exclusively the responsibility of the consumer."*



## Pictures

- Pictures included should be related to the ad subject ,and to serve its purpose only
- Pictures that breach the UAE culture and Islamic teachings are not allowed.
- Pictures should not contradict UAE common interest and policies .
- Pictures should not sovereignty symbols of the UAE without prior approval from the concerned authority.
- photos of government officials could be accepted only in press release or inauguration ceremonies ,
- Pictures that shows intimacy or sex appeal are not allowed.
- Establishment should sign declaration taking the responsibility of photos of individuals in the design.
- Pictures of packages or containers of product that carry un accepted pictures not allowed to be included in the advertisement
- pictures that Breach the medical ethics are not allowed.
- Before and after picture are allowed and the paragraph “ no guarantee that result will be the same as it might vary from one individual to another” should be included clearly and in an Average font size of the rest of the advertisement.
- Pictures that encourage unhealthy, risky behaviors and habits are not allowed.



## Expressions and statements not allowed in medical ads

(Includes all stated below and all other similar meanings )

- exaggeration and alarming expressions:"unique – incomparable – unprecedented–best product–beware of imitations-veracious,magic miraculous, –assured success - very limited quantity – seize the opportunity" – guaranteed – pain free – safe- has no side effects- get money back -100 %-immediate results
- Negative statement ( statement preceded by without ...)
- Absolute statement like cures completely certain illness or disease should be replaced by helps to ...,in most cases, relatively The first ,for the first time , world renowned , distinguished , famous ,pioneer ,could not be replaced , can't live without , and all alike expressions
- Original , or naming the product or methodology after a certain establishment or staff could not be advertised without submission of what proves the reality of the claim through a document from an official concerned authority in country of origin supported by formal attestation.
- Numerical expressions like time to recover or amount of weight to be lost.
- Expressions that mean stability or permanent effect like “ permanent , eternal , life long , fixed , does not change , get rid completely , will not come back “
- Fight old age , but expression helps to fight old age signs could be used “
- Sexual or expressions direct or implied.

## Health educational paragraphs to be added to the advertisement ( a must requirement) .

- \_Cosmetic procedures: we advice to avail for cosmetic procedures only for therapeutic or reconstructive reasons.
- Complementary medicine services : we advice to consult your doctor .
- Slimming and weight control : we advice daily exercise and healthy food habits .



- Pain management products : we advice to consult your doctor should symptoms persist.
- Diet supplement compounds : diet supplement does not replace balanced diet and healthy lifestyle
- Herbal products : we advice to consult your doctor before use