

ORAL QUESTION H-0947/07
for Question Time at the part-session in December 2007
pursuant to Rule 109 of the Rules of Procedure
by Danutė Budreikaitė
to the Commission

Subject: Advertising of medicinal products

A large number of health programmes are being broadcast on television in EU Member States. The real aim of these programmes is overt or covert advertising of medicinal products, and in particular food supplements. People are not encouraged to eat healthily and to take exercise. They are encouraged to consume more and more vitamins and medicinal products. The consequences of doing so without medical supervision may give rise to health problems. In addition, the advertising often does not reflect the medicinal products' real effects.

Can the Commission comment on the rules governing the advertising of medicinal products in the EU?

Tabled: 27.11.2007
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