Abstract

This thesis deals with over-the-counter drugs and their consumption in the Czech Republic. It describes effects of over consumption of OTC on human health. According to data analysis, OTC consumption is connected with health risks and problems when used improperly. Thesis describes information about current consumption and misuse in the Czech Republic and worldwide. It also describes the regulations of OTC advertising. Advertisement does influence consumer's behaviour and it needs to be regulated. The sanctions of breaking the law are inappropriate because pharmaceutical companies do not lack money and it does not threaten them. The analytical part is dedicated to quantitative and qualitative analysis of the most popular OTC analgesics in the Czech Republic. The focus of the analysis is especially on the persuasive techniques used in advertising and how the OTC are displayed. In the end I suggest the possible solution and evaluate them.