

Abstract - Regulation of sales and advertising of non-prescription drugs

The diploma thesis deals with the problems of the regulation of sales and advertising of non-prescription medicinal products which can be dispensed without a prescription. The main goal of this work is to evaluate this regulation in the context of ensuring the safety of users of medicinal products. Such safety might be threatened by placing easily available non-prescription medicinal products in stores and the growing promotion of medicines, which may pose a threat in case of using a fear for own health for marketing purposes. The first part of the thesis defines the basic concepts important for its topic. The second part presents the basic sources of legal regulation of sales and advertising of non-prescription medicinal products. Following chapter is devoted to the issue of registration of medicinal products with an emphasis on their classification for dispensing without prescription. A separate sub-section is also devoted to borderline products and differences in the regulation of their sales and advertising over medicinal products. The next section deals with the issue of sales of non-prescription medicinal products. Here are specified the conditions of the sales, which are compared with the conditions set for the dispensing of medicinal products in pharmacies. Further attention is paid to the control of the sales of medicinal products with a number of specific decisions of the competent authority. At the end of the chapter there are presented current proposals for changes in the field of non-prescription medicinal products sales. The last part of the thesis is focused on regulation of advertising for medicinal products with an emphasis on advertising aimed at the general public. The author first introduces the essentials of advertising in general and then she deals with the issue of the identification of medicines advertising and rules for advertising of medicines with a short mention of advertising aimed at professionals. Separate sections are devoted to advertising of medicinal products aimed at the general public and the control of advertising for medicinal products, where attention is also given to specific decisions of the competent authorities. The author considers the main problems in the field regulation of sales and advertising of non-prescription medicinal products to be insufficient control in the field of sales and unnecessary fragmentation of regulation and control in the field of advertising.

Keywords: non-prescription medicinal products, sales of medicinal products, regulation of advertisement