

The ABPI Code of Practice for the Pharmaceutical Industry sets standards for the promotion of medicines for prescribing to health professionals and the provision of information to the public about prescription only medicines. Publicity is the main sanction when breaches of the Code are ruled. The latest case ruled in breach of Clause 2 of the Code (a sign of particular censure) is highlighted below.

**AGB Pharma has breached the ABPI Code of Practice for the Pharmaceutical Industry and brought discredit upon, and reduced confidence in, the pharmaceutical industry.**

**AGB Pharma – Case/0719/09/25**

For omitting information regarding fertility from the prescribing information for Adaflex (immediate-release melatonin) dated November 2023 and misleadingly implying that there were no fertility considerations for the medicine, AGB Pharma was ruled in breach of the following clauses of the 2024 Code:

- |                    |                                                                                   |
|--------------------|-----------------------------------------------------------------------------------|
| <b>Clause 2</b>    | - Bringing discredit upon, or reducing confidence in, the pharmaceutical industry |
| <b>Clause 5.1</b>  | - Failing to maintain high standards                                              |
| <b>Clause 6.1</b>  | - Providing misleading information                                                |
| <b>Clause 12.1</b> | - Failing to include all the required information in the prescribing information  |

The case report is available at [www.pmcpa.org.uk](http://www.pmcpa.org.uk).

The Prescription Medicines Code of Practice Authority (PMCPA) is the self-regulatory body for the pharmaceutical industry in the UK and was established by The Association of the British Pharmaceutical Industry (ABPI) to operate the ABPI Code of Practice for the Pharmaceutical Industry independently of the ABPI. The PMCPA is a division of the ABPI. The Code covers the promotion of medicines for prescribing to health professionals and the provision of information to the public about prescription only medicines.

If you have any concerns about the activities of pharmaceutical companies in this regard, please contact the PMCPA at 2<sup>nd</sup> Floor, Goldings House, Hay's Galleria, 2 Hay's Lane, London, SE1 2HB, email: [complaints@pmcpa.org.uk](mailto:complaints@pmcpa.org.uk), or visit [www.pmcpa.org.uk/complaints-procedure/make-a-complaint](http://www.pmcpa.org.uk/complaints-procedure/make-a-complaint).

The Code and other information, including details about ongoing cases, can be found on the PMCPA website: [www.pmcpa.org.uk](http://www.pmcpa.org.uk).