

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.

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

Sanofi – Case/0518/03/25

For an article published in a UK Sunday newspaper (that was based on an interview with a Sanofi global senior leader), which promoted Sanofi's medicine, Beyfortus (nirsevimab), to the public, as well as making misleading claims about Beyfortus and disparaging Pfizer's vaccine, Sanofi was ruled in breach of the following clauses of the 2024 Code:

- Clause 2** - Bringing discredit upon, and reducing confidence in, the pharmaceutical industry
- Clause 5.1** - Failing to maintain high standards
- Clause 6.1** - Making a misleading claim
- Clause 6.2** - Making an unsubstantiated claim
- Clause 6.6** - Disparaging another company's medicine
- Clause 26.1** - Advertising a prescription only medicine to the public
- Clause 26.2** - Providing unbalanced information and encouraging members of the public to ask for a specific prescription only medicine

The case report is available at www.pmcpa.org.uk.

The Prescription Medicines Code of Practice Authority (PMCPA) 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 2nd Floor, Goldings House, Hay's Galleria, 2 Hay's Lane, London, SE1 2HB, email: complaints@pmcpa.org.uk, or visit 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.