

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) and where a public reprimand was required is highlighted below.

Theramex HQ UK Ltd has received a public reprimand.

Theramex HQ UK Ltd – Case/0303/09/24

For the fundamental compliance errors highlighted by this case, including failing to provide up-to-date prescribing information for the Evorel (estradiol) range and Intrarosa (prasterone) for several years, Theramex HQ UK Ltd was publicly reprimanded by the Code of Practice Appeal Board. The Appeal Board had no evidence before it to show that Theramex had taken any action to improve since this case was reported to the Appeal Board by the Code of Practice Panel and considered by the Appeal Board in May 2025. By leaving the self-regulatory framework and requiring the MHRA to assume full responsibility for regulating it, Theramex has inevitably delayed any regulatory action and oversight. In addition to the public reprimand, the Appeal Board also required an audit of Theramex's procedures in relation to the ABPI Code to be carried out by the PMCPA. Theramex must comply with the requirement for a PMCPA audit should it request to rejoin self-regulation in the future.

The case report and public reprimand are available at 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 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.