

Marketing Code alone cannot stop perversities

**Perverse Acts will persist as long as
there are:**

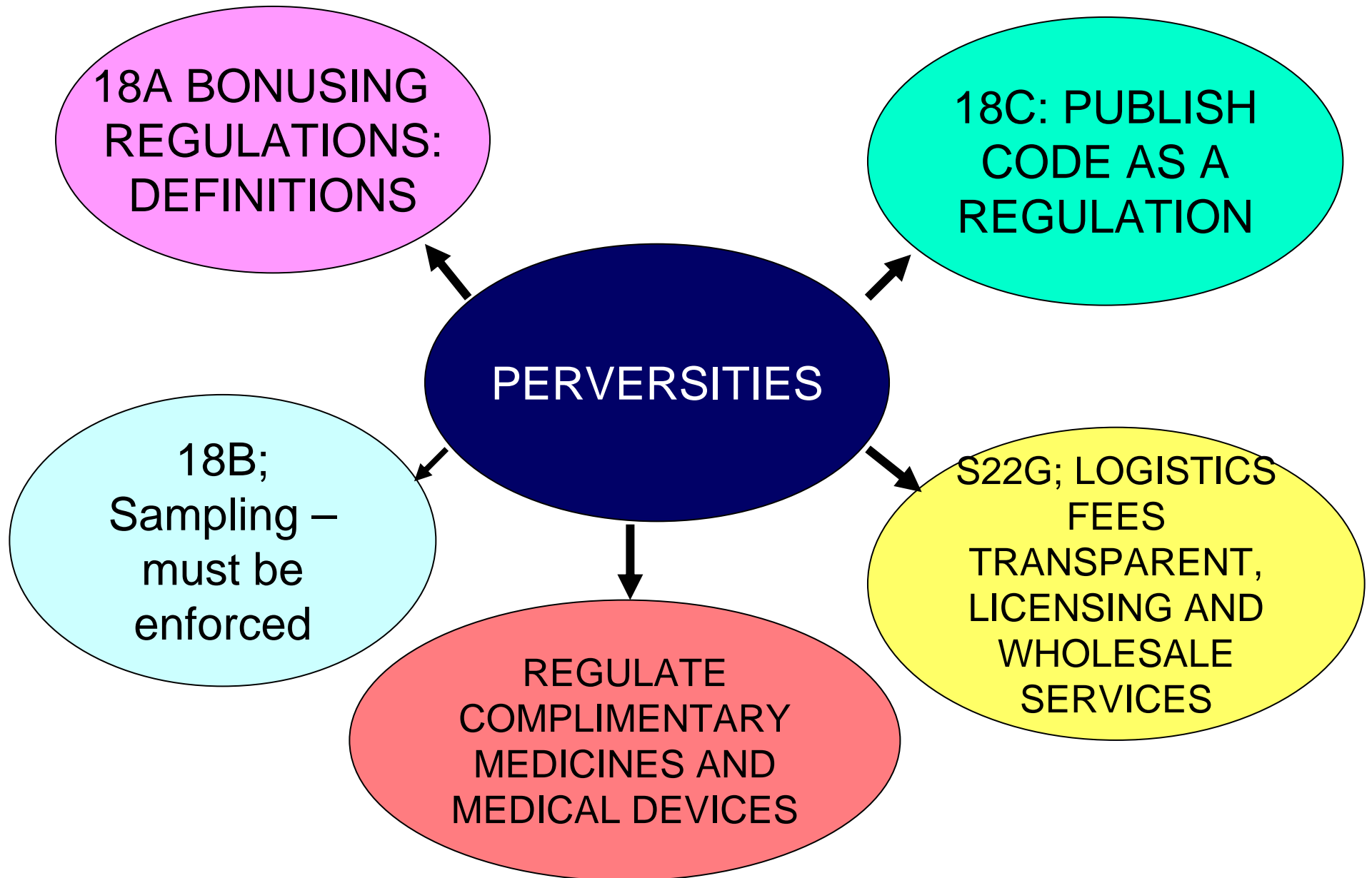
**Gaps in legislation (Medicines, Health,
Professional codes),**

or

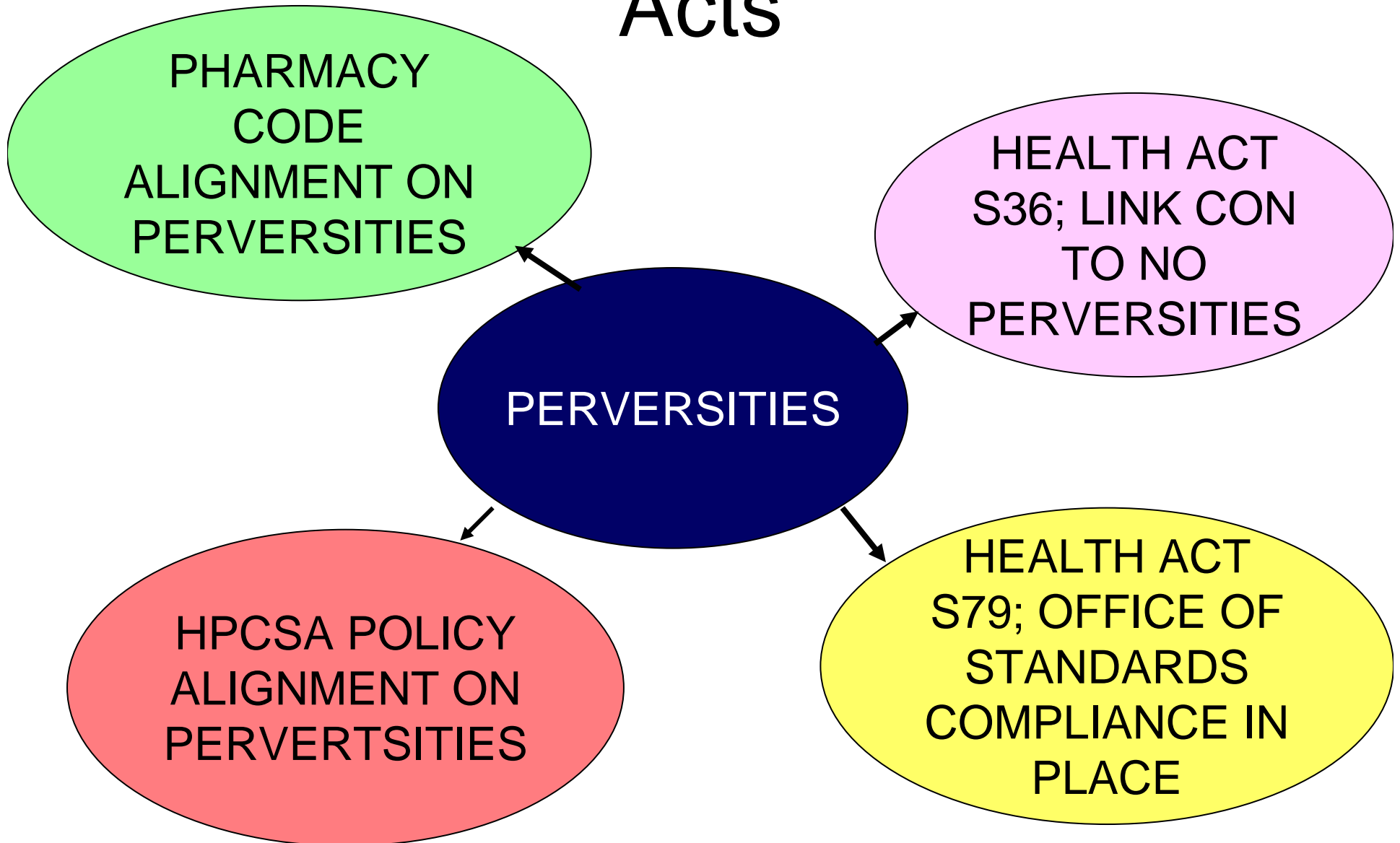
Legislation is not enforced

**The whole chain must be addressed to
ensure no weak links**

Medicines Act



Health and Health Professionals' Acts



Request from Industry

Support our lobby to have all perversities stopped

- Marketing code regulated – with meaningful sanctions
- Closing the regulatory gaps – Health Act, Medicines Act, Professional Codes

Marketing Code Steering Committee

- Pharmaceutical industry (Generic and research based)
 - Prescription
 - OTC
- Wholesalers & Distributors
- Pharmacists
- Veterinary medicines