

Extracts related to blue screen/band placement from the Guide for the advertising of medicines for human consumption aimed at the public from the Ministry of Health and Consumer Affairs and specifically the General Directorate of the Basic Portfolio of Pharmaceutical and SNS (the Spanish Health System) services. June 2019.

https://www.sanidad.gob.es/areas/farmacia/publicaciones/guiaPublicidad/docs/Guia_Public_Mtos_Uso_Humano_Publico_junio_2019_2.pdf

3.4. MANDATORY ELEMENTS THAT MUST APPEAR IN THE ADVERTISEMENT ITSELF

The following elements must always appear in the advertisement, in a legible font size and in a visible place:

- a) Name of the medicine, and the active ingredient if it is a 'monodrug'.
- b) Name and/ or logo of the owning laboratory (so long as it includes the name of the laboratory) the marketing authorisation for the medicine or its local representative in Spain.
- c) Authorised therapeutic indication, including the age of the recipients if it is part of the indication.
- d) Contraindications, precautions and important warnings incorporated until now and expanded hereinafter, as the case may be, and whose medicine contains:

- Analgesics with acetylsalicylic acid (ASA), Ibuprofen, Naproxen and Diclofenac. "Do not administer in case of gastroduodenal ulcer."

- Analgesics for external use. "Do not apply before "x" years, nor on wounds or mucous membranes" (the age will be specified as established in the medicine leaflet).

- First generation antihistamines. "Do not consume alcoholic beverages. If you feel drowsy, do not drive or undertake dangerous activities while taking this medicine."

- Antihistamines for occasional insomnia. "Do not administer to children under "x" years of age. Do not consume with alcoholic beverages. Take only before going to bed" (the age will be specified as established in the medicine leaflet).

- Nasal decongestants administered nasally. "Do not use in children under "x" years of age" and "Do not administer more than "x" days in a row without consulting your doctor" (the age and days will be specified, as established in the medicine's package insert).

- Ocular decongestants administered via the eye. "Do not administer in case of glaucoma", "Do not administer more than "x" days in a row without consulting your doctor" (the days will be specified as established in the medicine leaflet).

- Drastic laxatives. "Do not administer more than "x" days in a row without consulting your doctor" (the days will be specified as established in the medicine leaflet).

- Antitussives, mucolytics and expectorants that include this contraindication in their technical specifications or leaflet. "Do not take in case of respiratory failure or asthma."

e) The message "Read the instructions for this medicine and consult the pharmacist" in a legible font size. In media:

1) Print: it must be included in a visible place and in a font size legible and proportionate to the advertising text.

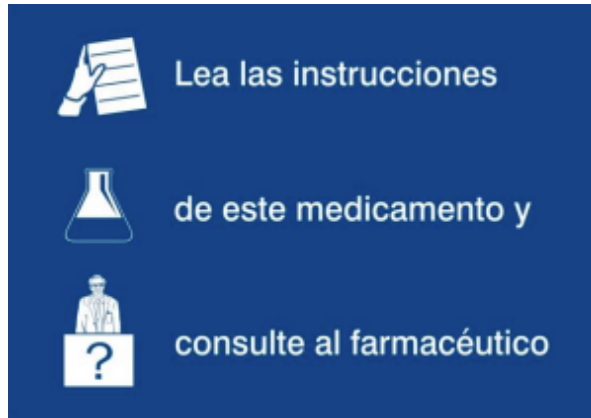
2) Audiovisual: 2a) Audiovisual commercials inserted in TV, cinema, internet and other videos: It will not be mandatory to express the contraindications, precautions and warnings defined in point 3.4.d), when the phrase "Read the instructions for this medicine and consult the pharmacist" (*Lea las instrucciones de este medicamento y consulte al farmacéutico*) is included. on a blue screen (figure 1) in line with the recommendations established in Circular 7/99 of the General Directorate of Pharmacy and Health Products of the Ministry of Health.

The screen will be inserted at the end of the advertisement. The phrase will be written and spoken and will remain on the screen long enough (at least 3 seconds) to be perceived by the recipient.

The printed characters will be written in Arial font, the measurement will be at least 34 points (pixels) for TV or its equivalent measurement in other audiovisual media, and the screen will have a blue background Pantone Reflex Blue and on it, and in the following order, the pictograms with their

message will appear. During the blue screen display, no visual or audio advertising element that distracts the consumer's attention may be included.

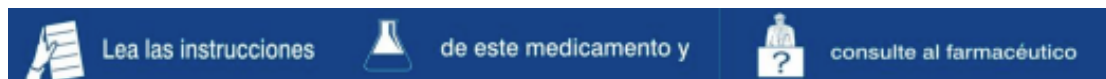
Figure 1. Blue screen



2b) Radio. It will not be mandatory to express the contraindications, precautions and warnings defined in point 3.4.d), when the phrase "Read the instructions for this medicine and consult the pharmacist" (*Lea las instrucciones de este medicamento y consulte al farmacéutico*) is included at the end of the commercial. The voiceover duration will be at least 3 seconds and during its course no other audio advertising element that distracts the consumer's attention may be included.

2c) TV sponsorships: It will not be mandatory to express the contraindications, precautions and warnings defined in point 3.4.d), when the blue band (figure 2) is included at the bottom of all the scenes of the advertisement.

Figure 2. Blue band



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