



# **National Agency for Food & Drug Administration & Control (NAFDAC)**

## **Drug Registration & Regulatory Affairs (DR & R) Directorate**

### **GUIDELINES FOR ADVERTISEMENT OF MEDICAL PRODUCTS, COSMETICS, VETERINARY PRODUCTS AND FINISHED CHEMICALS**

## **General**

- 1.1. These Guidelines are for the interest of the general public and in particular companies in Nigeria that have NAFDAC registered products.
- 1.2. It is necessary to emphasize that no regulated product shall be manufactured, imported, exported, distributed, advertised, sold or used in Nigeria unless it has been registered in accordance with the provisions of NAFDAC Act CAP N1 (LFN) 2004, other related Legislations and the accompanying Guidelines.
- 1.3. NAFDAC will not entertain new application for advertisement of imported products on the Federal Government Import Prohibition List and NAFDAC Ceiling List.
- 1.4. Companies are advised to obtain Advertisement approval before production or airing of commercials.
- 1.5. Consumer promotions are not allowed for medicinal products.
- 1.6. Advertisement of Over the Counter (OTC) drugs are to include the Caveat "If Symptoms Persist after 3 Days, Consult Your Doctor/Physician".
- 1.7. Consumer promotions for other regulated products are valid for a maximum of fifteen (15) weeks.
- 1.8. Prescription-Only-medicines (POM) shall be advertised in Medical/Scientific Journals.
- 1.9. Advertisement materials for Prescription-only-Medicines (POM) must contain abridged prescribing information including composition, indication, dosage, administration, adverse effects, drug interactions, contraindications, warnings, and precautions.
- 1.10. All herbal medicinal products (without established clinical studies) and advert materials shall include the caveat, "These claims have not been evaluated by NAFDAC".
- 1.11. All approved adverts shall be valid for one year from the date of approval and is subject to revalidation provided no alteration is made on the advertisement material.

## **2.0 Application**

**2.1** The applications for Advertisement and/or Product Launch should be made on the company's letter head to the Director-General (NAFDAC), ATTENTION: The Director, Drug Registration & Regulatory Affairs (D R & R) Directorate, Ground Floor, NAFDAC Office Complex, Isolo Industrial Estate, Oshodi-Apapa Express Way, Isolo, and Lagos State.

## **3.0 Documentation**

The following documents shall accompany the application

- 3.1 Duly filled Application Form

- 3.2 Receipt of payment.
- 3.3 Evidence of product registration
- 3.4 A letter of introduction of Advert Agent from the Applicant (where applicable)
- 3.5 Claim substantiation document where applicable
- 3.6 Advertisement materials
  - 3.6.1 TV (Storyboard)
  - 3.6.2 Radio (Script)
  - 3.6.3 Outdoor (Script/Artwork/ Storyboard)
  - 3.6.4 Print (Script/Artwork)
  - 3.6.5 Online (Script/Artwork/Storyboard)
  - 3.6.6 SMS (Script)
  - 3.6.7 Medical Journal (Script)
  - 3.6.8 Leave Behind (Script)

#### **4.0 For TV & Radio**

Upon Approval of the Advertisement, the electronic copy of the recorded Advert message in must be submitted before airing.

#### **5.0 Note:**

- 5.1 The labelling of all products must comply with the labelling requirements as registered.
- 5.2 Timeline for advert processing is 20 workdays (normal application).
- 5.3 Timeline for advert processing is 7work days (administrative approval application)
- 5.4 The timeline starts when evidence of payment is submitted
- 5.5 Please note that the clock stops once compliances are issued.
- 5.6 Corporate Advert is regarded as an advertisement where a company showcases their product range during festive periods.

#### **6.0 Tariff**

- 6.1 See NAFDAC tariff section <https://www.nafdac.gov.ng/resources/nafdac-tariff/>

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All correspondences should be addressed to: -

Director-General (NAFDAC),

**Attn:** The Director

Drug Registration and Regulatory Affairs Directorate,

National Agency for Food and Drug Administration and Control (NAFDAC),

Ground Floor, NAFDAC Office Complex

Isolo Industrial Estate

Apapa-Oshodi Expressway, Isolo, Lagos

NAFDAC website: [www.nafdac.gov.ng](http://www.nafdac.gov.ng)

E-mail: [registration@nafdac.gov.ng](mailto:registration@nafdac.gov.ng)

[advertcontrol@nafdac.gov.ng](mailto:advertcontrol@nafdac.gov.ng)

Telephone no.: +234-1-4772452

**All submissions should be made at the Office of the Director, R & R, Ground Floor, NAFDAC Office Complex, Isolo Industrial Estate, Oshodi-Apapa Express Way Isolo, Lagos or the nearest NAFDAC Office (for those outside Lagos).**