



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

Registration & Regulatory Affairs (R & R) Directorate

GUIDELINES FOR ADVERTISEMENT OF NAFDAC REGULATED PRODUCTS IN NIGERIA

1. General

- 1.1. These Guidelines are for the interest of the general public and in particular, industries in Nigeria that have registered regulated 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. All Certificate of Registration Holders are advised to obtain Advertisement approval before production or airing of all commercials.
- 1.4. Consumer promotions are not allowed for medicinal products.
- 1.5. Advertisement of Over-the-Counter (OTC) drugs are to include the Caveat "If Symptoms Persist after 3 Days, Consult Your Doctor/Physician".
- 1.6. Consumer promotions for other regulated products are valid for a maximum of fifteen (15) weeks.
- 1.7. Prescription-Only-medicines (POM) may be advertised only in Medical/Scientific Journals.
- 1.8. 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.
- 1.9. Advertisement materials of alcoholic beverages must include the phrases: "Drink responsibly" and 'Not for under 18 years' or "18+".
- 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 except in cases where extended validity, up to a period of validity of registration license is required.

2. Applications

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

3. Documentation

- 3.1. The following documents shall accompany the application:
 - 3.1.1. Two copies of the receipt for the purchase of the form(s)
 - 3.1.2. Evidence of product registration
 - 3.1.3. A letter of introduction of Advert Agent from the Applicant, (where applicable)
 - 3.1.4. GSM telephone No. and email address of the Applicant/Advert Agent.

3.2. Materials to be submitted are:

- 3.2.1. TV (Script/Storyboard), one copy of original advert material and two copies of compact disc.
- 3.2.2. Radio (Script)
- 3.2.3. Outdoor (Script/Artwork/ Storyboard)
- 3.2.4. Print (Script/Artwork)
- 3.2.5. Online (Script/Artwork/Storyboard)
- 3.2.6. SMS (Script)
- 3.2.7. Recorded Advert messages in CD/VCD/DVD (or any other electronic device) on approval of the advertisement material.

4. **For TV & Radio**

Upon Approval of the Advertisement, the recorded Advert message in CD/VCD/DVD (or any other electronic device) must be submitted before airing.

5. **Note:**

- 5.1. The labelling of all products must comply with the labelling requirements as registered.
- 5.2. Simultaneous submission of registration and adverts documents are accepted.
- 5.3. Timeline for advert processing is 20 work days (normal application).
- 5.4. Timeline for advert processing is 7work days (administrative approval application)
- 5.5. Please note that the clock stops once compliances are issued.

All correspondences should be addressed to:-

Director-General (NAFDAC),

Attn: The Director

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

E-mail: registration@nafdac.gov.ng

Telephone no.: +234-1-4772452

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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).