

R090-16 Bilaga 1. Anmälan – Kopia av mail

Attached you will find 6 screenshots taken of the group “Hundar imot fästingar” which is an MSD facebook page.

On each of these screenshots, you can see how the administrator, named “Hundar imot fästingar”, positively regard and emphasize posts concerning Bravecto.

The page also leads to their homepage: www.hundarmotfastingar.se where the illegal campaign continues.

This article promotes use of their product Bravecto, by encouraging the general public to ask for a product “that works for several months”

Only one product does so, Bravecto.

<http://www.hundarmotfastingar.se/varfor-ar-vissa-fastingmedel-receptbelagda/#.V3SymOGMkWE.facebook>

This is in violation of LER as it is advertising for an Rx product.

On the abovementioned homepage, an article is in breach of both advertising for an Rx product and adding a claim to a product, that is not found in the SPC. This is exactly the same as MSD was found guilty for in case WG1641, that Bravecto should lower the risk of tick borne diseases.

<http://www.hundarmotfastingar.se/vad-ar-fastingburna-sjukdomar/>

Venlig hilsen / Best regards

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