

**ILLEGAL MEDICINAL PURPOSES ADVERTISEMENT IN
MALAYSIA WITH REFERENCE TO THE MEDICINE
(ADVERTISEMENT AND SALE) ACT 1956**

By

Stepheni Zoes Maiks (2005479555)
Siti Salwa Binti Mohd Yunos (2005479395)

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The students/authors confirm that the work submitted is their own and that appropriate credit has been given where reference has been made to the work of others.

ABSTRACT

This research aims to analyse and determine the legality of medicinal purposes advertisements that are publicise in Malaysia and to examine into the reasons and effects of the non-compliance with the law that govern these type of advertisement. The illegal medicinal purposes advertisement is basically those advertisements that does not complied with the requirements under the main governing law which is the Medicine (Advertisement and Sale) Act 1956. This Act falls under the custody of Medicine Advertisement Board from the Pharmaceutical Service Division of the Ministry of Health. Besides the major Act which govern this matter, the existence of others statutory authorities, bodies and organizations who are also accountable in curbing the existence of the illegal medicinal purposes advertisement are also been discussed thoroughly in this research in order to make the law more effective and enforceable.

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