

UNIVERSITI TEKNOLOGI MARA

**DIRECT-TO-CONSUMER ADVERTISING: TRENDS OF
MALAY PRINTED MEDIA ADVERTISING OF HERBAL
MEDICINES IN MALAYSIA**

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ABSTRACT

Background: The usage of herbal and traditional medicine products gain enormous popularity all around the world, including in Malaysia. Consequently, with the increase of popularity of the usage of herbal and traditional medicines, substantial public health issues have been increasing as well. *Objective:* To determine the trends of Malay printed media advertisement of herbal medicines and to explore the adherence of printed advertisement of herbal medicines towards Medicine Advertisement Board (MAB) and Drugs Registration Guidance Document (DRGD). *Method:* The data for advertised herbal medicine products were collected from 18th May until 16th June (30 days) from two types of Malay printed media; magazines and newspapers. The descriptive analysis were analysed by using Microsoft Excel software version 2010. *Result:* A total of 10 advertised herbal medicine products in each magazines and newspapers containing prohibited claim indications. The percentage of adherence of magazines and newspapers were 81.8 % and 80.4% respectively. *Conclusion:* Not all herbal medicine products advertisements were adhered to the Malaysian Advertisement Board (MAB) and Drug Registration Guidance Documents (DRGD). A total of 81.8 % and 80.4% of herbal medicine product advertising from magazines and newspapers respectively adhere to the standard advertising guidelines.

CHAPTER 1

INTRODUCTION

1.1 Background of study

The usage of traditional medicine worldwide has grown rapidly. It has been estimated that around 80% of the population uses some form of herbal medicines [1]. World Health Organization (WHO) has also stated that roughly two-third and 50-80% of the population of developed and developing countries have used traditional and complementary medicine (TCM) [2]. Consequently, the increasing popularity and the usage of TCM in both developed and developing countries, as well as in Malaysia, have raised substantial public health issues [2].

Since traditional and complementary medicine products often derived from herbs, the safety of the products is a concern. Evidence of efficacy and safety from TCM products often limited and is not a requirement for market approval. There is a concern about safety of TCM is because of the reported presence of allergens, pollen, insect parts, heavy metals such as lead, mercury, and arsenic and scheduled poison (drugs), whether on purpose or unintended.[3].

Herbal medicine product advertising is a worrisome in relation to consumer's safety. Direct to consumer advertising (DTCA) is a type of advertising that do not involving