

# **Regulations No. 1501 of 11 December 2003 regarding the marketing of alternative treatment of disease, illness, etc.**

Issued by the Ministry of Health on 11 December 2003 in pursuance of Section 8, fifth paragraph, of Act No. 64 of 27 June 2003 relating to alternative treatment of disease, illness, etc.

## Section 1 Objective

The objective of these Regulations is to help to ensure that marketing of alternative treatment is carried out in an objective and factual manner and in a manner which helps to safeguard the patient's safety.

## Section 2 Requirements regarding marketing

In marketing their activity persons offering alternative treatment may only give an objective and factual description of the nature of that activity, cf. Section 8, fourth paragraph, of Act No. 64 of 27 June 2003 relating to alternative treatment of disease, illness, etc.

In marketing their activity persons offering alternative treatment may not make claims that a form of treatment is effective against specific diseases or disorders or in other manner formulate the marketing of their activity in a way which gives that impression.

Persons offering alternative treatment may not market forms of treatment or treatment of diseases or disorders which, according to Sections 5-7 in the Act relating to alternative treatment of disease, illness, etc. or other Acts, the persons in question are not entitled to practise or to treat.

## Section 3 Forms of marketing

These Regulations apply to advertising and marketing of any kind and in any medium.

## Section 4 Evaluation of marketing

Marketing of alternative treatment shall be evaluated inter alia on the basis of the immediate impression created in the ordinary consumer by the marketing of the activity.

## Section 5 Information about name, address, etc.

The therapist's name, address, telephone number and other necessary contact information shall be clear from the marketing of the activity.

If the therapist is a member of an organisation of practitioners, the name of this organisation shall be stated.

## Section 6 Supervision

In the interests of the consumers, the Consumer Ombudsman and the Market Council shall supervise the marketing of alternative therapists' activities, cf. Act No. 47 of 16 June 1972 relating to the control of marketing and contract terms and conditions.

## Section 7 Entry into force