Message 001

Communication from the Commission - TRIS/(2026) 1893

Directive (EU) 2015/1535

Notification: 2026/0367/LT

Notification of a draft text from a Member State

Notification – Notification – Notifzierung – Нотификация – Oznámení – Notifikation – Γνωστοποίηση – Notificación – Teavitamine – Ilmoitus – Obavijest – Bejelentés – Notifica – Pranešimas – Paziņojums – Notifika – Kennisgeving – Zawiadomienie – Notificação – Notificare – Oznámenie – Obvestilo – Anmälan – Fógra a thabhairt

Does not open the delays - N'ouvre pas de délai - Kein Fristbeginn - Не се предвижда период на прекъсване - Nezahajuje prodlení - Fristerne indledes ikke - Καμμία έναρξη προθεσμίας - No abre el plazo - Viivituste perioodi ei avata - Määräaika ei ala tästä - Ne otvara razdoblje kašnjenja - Nem nyitja meg a késéseket - Non fa decorrere la mora - Atidėjimai nepradedami - Atlikšanas laikposms nesākas - Ma jiftaħx il-perijodi ta’ dewmien - Geen termijnbegin - Nie otwiera opóźnień - Não inicia o prazo - Nu deschide perioadele de stagnare - Nezačína oneskorenia - Ne uvaja zamud - Inleder ingen frist - Ní osclaíonn sé na moilleanna

MSG: 20261893.EN

1. MSG 001 IND 2026 0367 LT EN 10-07-2026 LT NOTIF

2. Lithuania

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4. 2026/0367/LT - C10P - Pharmaceuticals

5. Draft Order of the Minister of Health of the Republic of Lithuania amending Order No V-1128 of the Minister of Health of the Republic of Lithuania of 28 December 2006 approving the Rules on the Advertising of Medicinal Products

6. In the light of the latest technological developments, the regulation on the dissemination of advertising of medicinal products aimed at the public and healthcare professionals is revised, and excessive requirements on advertising of medicinal products are removed.

7.

8. The draft order revises the provisions setting out the requirements for the presentation of mandatory information on the medicinal product being advertised:
1) in advertising aimed at the public:
- when advertising via electronic communication media (television, a website or radio, where applicable), the clearly legible statement ‘Advertisement for a medicinal product’ must be displayed throughout the duration of the advertisement, all mandatory information must be presented against a contrasting background and be clearly legible; mandatory verbal statements must be read out with clear articulation and at a pace that ensures the information is understood;
- it is suggested to use more attention-grabbing wording in the text of the statement urging readers to read the information on the package leaflet carefully (e.g. ‘Attention!’);
- it is no longer necessary to repeat the warning statements concerning the correct use of the medicinal product after each advertised medicinal product; instead, they may be displayed and read out at the end of the advertising spot where that spot advertises medicinal products of the same marketing authorisation holder;
- it is allowed to present advertisements using banners, providing reduced information and the necessary link to the official websites of the competent authorities (European Medicines Agency (EMA) and State Medicines Control Agency (SMCA));
2) in advertising aimed at healthcare professionals:
- it is proposed to reduce the length of the mandatory information and to allow all or part of this information to be provided via a web link, using a QR code directing users to official sources of information on medicinal products – the EMA and/or SMCA websites;
- excessive requirements to indicate in advertisements of medicinal products the maximum retail price of the medicinal product or the patient’s co-payment when the medicinal product is reimbursed are removed.

9. The draft order proposes amendments introducing clearer and more flexible requirements for the presentation of advertising (e.g. providing reduced information, the possibility of using QR codes, and ensuring access to detailed official information via links to the websites of the State Medicines Control Agency or the European Medicines Agency; provides for more opportunities to effectively adapt advertising to different channels (particularly online); information in advertisements aimed at the public that is clearer, more conspicuous (visible) and easier to understand (e.g. contrast, articulation, clearer recognition of advertising) will reduce the burden on advertisers of medicinal products and improve the conditions for the dissemination of such advertising, while ensuring convenient and rapid access to reliable and objective information for both the public and healthcare professionals.

9a. The proposed amendments ensure that mandatory information is provided to the public in a clearer manner, whilst enabling professionals to access up-to-date information from official sources (the European Medicines Agency, the State Medicines Control Agency) quickly and conveniently, and therefore these measures directly contribute to informed decision-making, with a view to promoting the rational and safe use

of medicinal products and ensuring the achievement of public health protection objectives. The objective of the public interest is pursued in a consistent and systematic manner, by combining measures to ensure the accessibility and comprehensibility of information and to reduce the administrative burden, whilst focusing on the use of reliable official sources of information.

9b. The effect of the draft order on the internal market is minimal, as it merely revises the manner in which advertising information is presented, in order to ensure the clarity, accessibility and reliability of that information. During the drafting of the draft, priority was given to more flexible and less restrictive regulatory measures; for example, provision was made for the use of QR codes, links to official sources of the European Medicines Agency and the State Medicines Control Agency, and advertising banners, as well as for avoiding repetition of information; and therefore the chosen regulatory approach is considered proportionate to the objective pursued.

9c. The draft order does not create any barriers to the movement of medicinal products, but rather ensures that advertising information is presented more clearly; in some respects, it even reduces the administrative burden by allowing the use of links to official sources of information and QR codes, and by removing excessive requirements concerning the presentation of information. The proposed requirements are proportionate to the public health protection objective sought, as they provide for clearer presentation of information on medicinal products without imposing excessive or significant additional obligations on advertisers.

10. References to main texts:

11. No

12.

13. No

14. No

15. No

16.
TBT aspects: No

SPS aspects: No

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