



PAN AMERICAN HEALTH ORGANIZATION
WORLD HEALTH ORGANIZATION



12nd DIRECTING COUNCIL

12nd SESSION OF THE REGIONAL COMMITTEE

Washington D.C., 14 - 26 August 1960

RESOLUTION

CD12.R22

ADVERTISING OF MEDICAL PRODUCTS

THE 12nd DIRECTING COUNCIL,

Having examined Document CD12/16 on the advertising of medicinal products, presented by the Director of the Pan American Sanitary Bureau,

RESOLVES

1. To take note of Document CD12/16.
2. To instruct the Director of PASB to continue the study of the present situation with respect to the control of advertising of medicinal products, in accordance with Resolution XXX of the XI Meeting and to report the results to the XIII Meeting of the Directing Council.
3. To reiterate its recommendation that the Governments of the Member Countries adopt measures to prohibit false or misleading advertising of medicinal products.

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