



Enforcement Notice:

Advertising of Kenalog injections

Who we are

We are the [Committee of Advertising Practice](#) (CAP). We write the advertising rules, which are enforced by the Advertising Standards Authority (ASA), the UK's independent advertising regulator. You can read about the UK advertising regulatory system [on the ASA website](#).

The [Medicines and Healthcare products Regulatory Agency](#) (MHRA) is the UK statutory regulator for medicines, medical devices and blood components for transfusion.

Why are we contacting you?

Kenalog is not licensed in the UK for the treatment of hay fever. We have recently seen ads for Kenalog (triamcinolone acetonide), a prescription-only medicine (POM) being used to treat hay fever, on social media. Kenalog is also marketed as a "hay fever injection" and "hay fever jab", in reference to its method of administration.

Any promotion of POMs to the public is a clear-cut breach of the [CAP Code \(Rule 12.12\)](#) and an offence under the [Human Medicines Regulations 2012 \(HMRs\)](#). This is the case even if the POM is being administered by a registered medical professional and also applies to all direct consumer promotion of POMs, including those on your website, which should also comply.

Scope

This Notice is specific to the direct or indirect promotion of Kenalog to the public via social media. This includes paid-for ads, non-paid-for image or video posts on your or other people's pages and influencer marketing. Ads that are aimed only at healthcare professionals are not prohibited under Rule 12.12, but we understand almost all ads/posts on social media are viewable publicly.

*Please immediately review your social media ads and make any changes as needed. If problem ads persist after **29 August 2022**, we will start targeted enforcement action to ensure a level playing field. This can ultimately include referral to the MHRA or your professional regulatory body.*

Do the rules apply only to social media?



- No, rule 12.12 applies to all marketing material and advertising including posters, leaflets, newspaper and magazine ads and even your own website. This Enforcement Notice focuses on social media because this is where we have been seeing the most recent breaches of this rule.

Guidance

Take care not to directly or indirectly promote Kenalog to the public when promoting services you offer for the treatment of hay fever on social media.



Remove direct references to Kenalog.

- This includes references to Kenalog (triamcinolone acetonide) in the text of a post, images and hashtags.
- Even if your post relates to another product or treatment, [the use of #kenalog](#) would be enough to bring the post into non-compliance.



Remove indirect references to Kenalog.

- [Terms such as 'hay fever injection'](#) and 'hay fever jab' are likely to be considered references to Kenalog and will be considered by the ASA to have the same effect as promoting it.





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Remember – the rules apply to:

- **Text** – e.g includes reference to Kenalog, ‘hay fever injection’ and ‘hay fever jab’ in the text of a post and accompanying hashtags
- **Images** – e.g includes customer photos and [pictures of the medicine in its packaging](#)
- **Emoji content** – i.e. syringe emojis
- **Company / social media account names** – e.g includes social media account names
- **Testimonials** – feedback given by customers
- **Memes** – content shared online or “viral” content
- **Hashtags** (e.g. #kenalog #hayfeverinjection, #hayfeverjab #allergyjab)

Can I advertise a consultation for hay fever treatment?

Kenalog and other POMs cannot be advertised to the public. You should focus on aspects of your service which do not directly relate to the provision of a POM.



Promote the consultation itself. Claims such as “a consultation for the treatment of hay fever” may be acceptable – but if using this approach you must be careful not to directly or indirectly advertise the POM.

- The ASA has [ruled](#) that an ad which stated “book your consultation”, alongside a reference to a hay fever injection had a clear implication that the consultation would result in the consumer being prescribed Kenalog.

Appendix: Code rules, legislation and useful reading

This guidance should be read in conjunction with the [MHRA's Blue Guide: Advertising and Promotion of Medicines in the UK](#) which explains the provisions and requirements laid down in the legislation on advertising medicines. Specifically, [Appendix 6](#) of the Blue Guide outlines the requirements for treatment service providers to help you ensure you don't break the law.

Relevant [CAP Code](#) rules:



12.12 Prescription-only medicines or prescription-only medical treatments may not be advertised to the public.

Relevant legislation:



The [Human Medicines Regulations 2012](#) prohibit the publishing of an “advertisement that is likely to lead to the use of a prescription only medicine”, as laid out in Chapter 2, *Advertising to the public*, Regulation 284 (1).

Want more? See CAP's advice on: [Healthcare: Prescription-only medicine](#)

Or contact the CAP [Copy Advice team](#), which offers a free and confidential bespoke pre-publication advice service

