

ADVERTISING IN TODAY'S HEALTH

Today's Health, published monthly by the American Medical Association, provides interesting and authoritative information to the public concerning the health and welfare of the individual and society. It is distributed to physicians for their office reception rooms and to persons who wish to subscribe.

The acceptance of an advertisement for *Today's Health* by the American Medical Association does not constitute in any way an endorsement or guarantee by the Association, although the evaluators will make every reasonable effort to ensure the accuracy, timeliness, and relevancy of the advertising content of the magazine. No laboratory testing of products is done by the A.M.A. In no case may the appearance of an advertisement for a product, service, or company in *Today's Health* be mentioned in collateral advertising unless specific written authorization has been obtained from the American Medical Association.

The following principles are used to determine the eligibility of products and services for which health claims are made and the suitability of advertising copy. The American Medical Association reserves the right to change its principles governing advertising in accord with developments in medicine or in industry. The Association also reserves to itself all final decisions regarding the eligibility of any products and services and the acceptability of proposed advertisements.

ELIGIBILITY

Products and services that are offered by responsible advertisers and which, when used properly, contribute to the health or general welfare of the consumer are eligible for advertising in *Today's Health*.

Products or services NOT eligible for advertising in *Today's Health* include:

1. Products (e.g., tobacco and alcoholic beverages) or services which, in the opinion of the Association, may be detrimental to the user, and any products related to the use of such a product or service;
2. Certain products with particularly intimate uses;
3. Products or services for which the claims for efficacy are not supported by data acceptable to the Association;
4. Needlessly complex combinations of drugs;
5. Products or services which, in the opinion of the Association, should be used only on the advice or prescription of a physician; and
6. Products or services that are advertised in other media in a manner inconsistent with the following principles.

ADVERTISING PRESENTATION

Each presentation of advertising copy of an eligible product or service must be approved individually by the American Medical Association, which shall make the final decisions regarding the suitability of copy, artwork, and format.

The following principles will be utilized to evaluate advertisements containing health claims:

1. The advertisement must clearly identify the advertiser and the product or service. A complete statement of composition, qualitative and quantitative, of over-the-counter medications must be submitted to the Office of Advertising Evaluation. Such information need not be included in the text of the advertisement, except when this information is considered necessary for purposes of identification.
2. The message, text, and artwork must be in good taste and in harmony with the purpose of the magazine.
3. The advertisement should present the positive merits of the product or service and not discredit or disparage those of competitors. Fair comparisons based on substantial evidence are acceptable.
4. The advertisement shall be designed to avoid deceiving or misleading the reader in any way.
5. The format should be such as to avoid confusion with the editorial content of the magazine.
6. Scientific evidence acceptable to the Association must be submitted to substantiate health claims made for any product or service.
7. Claims made within quotations must conform to the same standards as unquoted claims.