



Principles of Good Practice for Advertising and Promotion of Animal Health Products

A Voluntary Guideline Developed by the Animal Health Institute





The Animal Health Institute is the U.S. trade association representing manufacturers of animal health products – the pharmaceuticals, vaccines and feed additives used in modern food production, and the medicines that keep pets healthy. The animal health products market is diverse, complex, and unique. It is one of the most heavily regulated markets in the United States with products that may be regulated by the Food and Drug Administration (FDA), the US Department of Agriculture (USDA) or the Environmental Protection Agency (EPA). Some products may be sold only with a veterinarian’s prescription or order; some are over-the-counter (OTC), while others may be used only through a veterinary feed directive (VFD) or are only utilized in official government disease control or eradication programs. For more than 60 years, AHI has worked with research-based companies to develop unified positions and speak with one voice on industry issues.

Principles of Good Practice for Advertising and Promotion of Animal Health Product

The Animal Health Institute and its member companies are committed to providing the public with products that help keep animals healthy, and animal-derived food safe without damaging the environment for future generations. The industry understands the importance of providing people who use animal health products with information that is accurate, fair, complete, clear, and appropriate to the situation. With that in mind, the Animal Health Institute has adopted principles of Good Practice for the Advertising and Promotion of Animal Health Products. All members are strongly encouraged to voluntarily observe these principles. AHI also encourages non-members to do likewise. These Principles are not intended to restrict competition.

Guiding Principles

Mindful of the trust the public has placed in the animal health products industry, members of the Animal Health Institute undertake:

1. To base product claims on valid scientific evidence, thus enabling veterinarians, producers and others to select the appropriate product to treat a specific condition.

2. To provide scientific information with objectivity and scrupulous regard for accuracy, and with clear statements with respect to indications, contraindications, withdrawal times and toxicity.



3. To use complete candor in dealing with public health officials, animal health professionals and the public.

4. To ensure that all advertising and/or promotional materials shall be consistent with the product's label and applicable state and federal laws.

5. To appropriately report adverse events and product complaints to the regulatory authorities when member company employees learn of such situations, as required by regulatory agencies.

6. To comply with applicable state and federal law regarding animal health products, including the regulations and policies issued by the Food and Drug Administration, the Department of Agriculture, the Environmental Protection Agency and all other government agencies.

7. To accept the principle that such information should be presented in a form and by ways and means which conform not only to legal requirements but also to ethical standards and principles of good taste.

Advertising and/or Promotional Guidelines

Advertisements and/or promotional materials, including websites and digital media, shall promote and depict use of the product consistent with label instructions. Promotion of the usefulness of an animal health product shall be based on evaluation of all the evidence and reflect this evidence accurately and clearly.

Comparisons of products, including competitive comparative claims, shall be substantiated with adequate and statistically valid data.

All claims, including comparative claims, in advertising and promotional materials, shall be truthful and non-deceptive.



All representatives of an animal health company shall be adequately trained and possess sufficient medical, veterinary, technical and / or professional knowledge to present information on their company's products in an accurate and responsible manner.

Ethical Customer Relationships

Animal health products are purchased by a wide array of customers each with unique needs and expectations from the suppliers of those products. Our customers include pet owners, food animal producers, veterinarians, pharmacies, feed mills, distributors and government agencies. Each of these customers demands professional interactions from the suppliers of animal health products. Animal health companies are an essential source of information about the usage, safety, and efficacy of our products helping to set a realistic expectation of our product offerings and how they may address the needs of our customers. In order to ensure professional interactions with our customers, we will hold ourselves to ethical business practices, optimize business interests of both parties, engender trust and ensure that the selection of a product is based on appropriate medical or nutritional rationale.



The provision of any hospitality, entertainment, or promotional items shall be reasonable and proportional to the situation, at all times keeping in mind the need to protect the good reputation of the animal health products industry. Promotional items should not be given to inappropriately reward prescribing or dispensing behavior for specific products. These provisions do not address or preclude normal, legal and ethical business practices involving discounts, rebates, free goods or other business incentives

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Resolving Disputes Regarding Advertising and / or Promotional Materials

Any AHI member company that considers itself aggrieved by the conduct of another company regarding advertising and / or promotional materials shall first approach the other company with its concerns with the intent of resolving the dispute voluntarily and expeditiously. In keeping with the objectives of AHI, members should consider alternative dispute resolution mechanisms as well as other avenues of relief.

Observance of the Principles

The board of directors of the Animal Health Institute – representing senior management from all member companies – agrees to support their respective companies’ voluntary compliance with these principles.

Authorization

These Principles of Good Practice for the Advertising and Promotion of Animal Health Products were first adopted by the AHI Board of Directors on Feb. 6, 1996, with revisions made on April 15, 2000, April 30, 2009 and April 19, 2016.

