

Kingdom of Cambodia
Nation Religion King

Joint Prakas

Ministry of Health and Ministry of Information

on

**Conditions of Advertisements of Modern Medicines, Traditional Medicines, Cosmetic,
Feeding Products for Infants and Children, Tobacco, and Private Medical, Paramedical,
and Medical Aide Services**

Minister of Health and Minister of Information

- Having seen the Constitution of the Kingdom of Cambodia;
- Having seen Royal Kram No. NS/RKM/403, dated 13 July 2004 promulgating the Law on Supplementary Constitution for Assurance of Operation of National Institutions;
- Having seen Royal Decree No. NS/RKT/0704/124, dated 15 July 2004 on the Appointment of Royal Government;
- Having seen Royal Kram No. 02/NS/94, dated 20 July 1994 promulgating the Law on Organization and Functioning of Council of Ministers;
- Having seen Royal Kram No. NS/RKM/0196/06, dated 24 January 1996 promulgating of Law on the establishment of Ministry of Health;
- Having seen Royal Kram No NS/RKM/0196/14, dated 24 January 1996 promulgating the Law on the establishment of Ministry of Information;
- Having seen Royal Kram No. ChS/RKM/0696/02, dated 17 June 1996 promulgating the Law on Management of Pharmaceuticals;
- Having seen Royal Kram No. NS/RKM/0600/001, dated 21 March 2000 promulgating the Law on the Management of Quality and Safety of Products and Services;
- Having seen Royal Kram No. NS/RKM/1100/10, dated 03 November 2000 promulgating the Law on the Management of Private Medical, Paramedical, and Medical Aide Profession;

- Having seen Royal Kram No. NS/RKM/0895/07, dated 01 September 1995 promulgating the Law on the Press;
- Having seen Sub-decree No. 67 ANKr.BK, dated 22 October 1997 on the Organization and Functioning of Ministry of Health;
- Having seen Sub-decree No. 70 ANKr.BK, dated 05 August 1999 on the Organization and Functioning of Ministry of Information;
- Having seen Sub-decree No. 133 ANKr.BK, dated 18 November 2005 on the Advertisements of Feeding Products for Infants and Children;
- Having seen Sub-decree No. 33 ANKr.BK, dated 22 April 2002 on the Management of Cosmetics;
- Having seen Prakas No. 1158 RBS/ORBS, dated 31 July 2002 on the Procedure and Conditions of Advertisement on Cosmetics;
- Having seen Prakas No. 83 RBS/ORBS, dated 31 March 1999 on the Conditions of Advertisements of Medicine of Ministry of Health;
- Having seen Prakas No. 028 RBS/MP, dated 23 August 2000 on the advertisement of Private Medical, Paramedical, and Medical Aide Profession;
- Having seen Communiqué No. 1871 SCN/SR, dated 08 November 2005 on the outcome of Plenary Meeting of Council of Ministers on 28 October 2005;
- In pursuant to the necessity of the Ministry of Health and Ministry of Information;

Hereby Decides

Article 1

Advertisements of modern medicines, traditional medicine, cosmetic, feeding products for infants, tobacco and private medical, paramedical and medical aid, (medical cabinet, clinic, polyclinic, laboratory, obstetric clinic, dental clinic, and aesthetic surgery clinic) through television, radio, newspaper, magazines, journals, and other means shall be done in accordance with following guidelines:

- a. Owners of services that seek for advertisement service shall receive license from Ministry of Health upon the approval on the contents of advertisement, video spot, and audio visual recording and other images concerned with the advertisement
- b. Advertisement shall be suspended or license shall be withdrawn in the case that Ministry of Health finds the contents and image of advertisement contradictory to permission or without license from Ministry of Health and then prepare written letter about identification of radio station, television, newspaper, magazines, journals that are displaying the advertisement to Ministry of Information to take immediate actions.

Article 2

Enterprises, private sectors or individuals shall not be able to propose to advertise through any means on modern medicines, and traditional medicines containing dangerous substances (shall be sold under the prescription) such as addictives drug, psychotropic drug, abortion drug, STDs drug, HIV/AIDS drug, cancer drug, sexual-stimulating drug, and drug for infants...etc.

Article 3

Ministry of Information:

- is able to reject to issue permission or stop advertisement of modern medicines , traditional medicine, cosmetic, feeding products for infants, tobacco and medical, paramedical and medical aid (medical cabinet, clinic, poly clinic, laboratory, obstetric clinic, dental clinic, and aesthetic and surgery clinic) which violate medical conditions and depict offensive images and content affecting to Khmer culture and social norms.
- Stop, upon the request of MoH, all exaggerating the quality of medicine, cosmetics or other qualification...etc which make the consumer misunderstand on its quality and qualification.

Article 4

Any person who violates of this Prakas shall face penalty as mentioned in the following articles:

- Article 13 of Law on Management of Private Medical, Paramedical, and Medical Aide Services
- Article 10, 11, 12 of Law on Management of Pharmaceuticals
- Article 16 of Media law

Article 5

This Prakas shall be in effect from the date of signing hereafter.

Cc:

Phnom Penh, 21 February 2006

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| - General Secretariat of Senate and National Assembly | | |
| - Cabinet of Prime-Minister | No. 75/063 MBrK | No. 007 RNS/MP |
| - Council of Ministers | Ministry of Information | Ministry of Health |
| - Ministry of Interior | | |
| - Municipal-Provincial Hall (for Information) | | |
| - Department of Audio Visual, Ministry of Information | [Seal and Signature] | [Seal and Signature] |
| - All Municipal-Provincial Health Departments (for information and implementation) | Khieu Kanharith | Dr. Nuth Sokhom |
| - All Municipal-Provincial Information Departments (as information and implementation) | | |
| - All National and Private Radio and television Stations (for implementation) | | |
| - All Networks of Journalists | | |
| - Documentation-Chronicles | | |