

**MEDICINE ADVERTISEMENTS BOARD  
POLICY AND DECISION  
(SERVICES)**

| <b>Date</b>                           | <b>Policy and Decision</b>   |
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| MAB 2/2017                            | <p><b>Display of Logo from Social Media in an Advertisement</b></p> <p>Medicine Advertisement Board allows the display of logo from social media in an advertisement. However, the advertisers should be responsible for all information shown in these social networks.</p>   |
| MAB 4/2016                            | <p><b>Format of an Advertisement</b></p> <p>Medicine Advertisement Board only allows <b>ONE</b> advertisement format per application.</p>  |
| MAB 2/2016<br>(amended<br>MAB 4/2017) | <p><b>Language</b></p> <ul style="list-style-type: none"> <li>i. Advertisement that contains languages other than Bahasa Malaysia or English (eg. Chinese, Tamil, Bahasa Indonesia, Arabic, Japanese, or Korean etc.) shall be accompanied by a translation, either in Bahasa Malaysia or English.</li> <li>ii. The translation which has been vetted by the secretariat of MAB must be certified by the relevant Embassy / High Commission / Malaysian Institute of Translation &amp; Books (ITBM) / Malaysian Translators Association (PPM).</li> <li>iii. The certified translated advertisement must be submitted to the secretariat of MAB to expedite the advertisement approval.</li> </ul> |
| MAB 3/2013                            | <p>Pursuant to Section 6 of Medicine Advertisements Board Regulations 1976;</p> <p><b>Appeal</b></p> <p>Any person aggrieved by any decision of the Board may appeal to the Minister whose decision shall be final.</p>  |
| MAB 3/2012                            | <p>Advertisement on healthcare facilities and services in a medium which only features healthcare facilities and services without other general commodities on products or services on the internet website is allowed.</p>  |
| MAB 5/2011                            | <p><b>Use of statistical claims</b></p> <p>Advertisements containing statistical claims should be supported by Malaysian data unless not available.</p>  |

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| <p>MAB 12/2007<br/>(amended<br/>MAB 3/2011)</p> | <p><b>Use of celebrity in advertisement</b></p> <p>MAB does not allow any advertisement which uses</p> <ul style="list-style-type: none"> <li>i. Patients receiving treatment</li> <li>ii. Professionals (Doctors, Dentists, Pharmacists)</li> </ul> <p>The use of a celebrity in an advertisement may be allowed upon the discretion of the MAB on a case by case basis where celebrity includes:</p> <ul style="list-style-type: none"> <li>i. Local/International celebrity</li> <li>ii. Local/International athlete</li> <li>iii. Local/International model</li> </ul> <p>Such advertisements should not, whether directly or by implication, mislead the consumer about the services advertised.</p>  |
| <p>MAB 7/2007</p>                               | <p><b>Medical Service Advertisements (Aesthetic Medicines)</b></p> <p>The applicant is required to give a list of the registered medical practitioners involved and their full qualifications and training in the field of aesthetic medicine.</p>   |
| <p>MAB 7/2006<br/>(amended<br/>MAB 3/2015)</p>  | <p><b>Request for amendments or changes to approved advertisement formats by MAB</b></p> <ul style="list-style-type: none"> <li>i. Requests for amendments must be submitted within 2 months from the date of approval by MAB. After 2 months the applicant has to send in a new application for approval</li> <li>ii. Request for amendments may be allowed upon the discretion of the MAB on a case by case basis.</li> <li>iii. Amendments are allowed <b><u>ONCE</u></b> only</li> <li>iv. All amendments must obtain approval from MAB <b><u>unless stated otherwise</u></b></li> <li>v. Amendments of the following do not require MAB approval. However, the applicant is required to write in to inform MAB on the amendments made. <ul style="list-style-type: none"> <li>- Charges for the various services and facilities</li> <li>- Hours of service</li> <li>- Validity period</li> <li>- Company name, logo, address, email address, telephone and fax numbers</li> <li>- Format layout (the content must be exactly the same as approved by MAB)</li> <li>- Approved URL for domain name (website)</li> </ul> </li> </ul> |

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| MAB 6/2006<br>(amended<br>MAB 2/2011) | <b>Advertisement of medical services in bank publications and joint ventures is allowed</b><br><br>Contents must be approved by MAB.  |
| MAB 7/2004                            | <b>Advertisement Application of Services From Other Country</b><br><br>The Medicines (Advertisement & Sale) Act 1956 requires the Annual Practicing Certificate (APC) issued by Malaysian Medical Council (MMC) for advertisement application of medical services. Therefore, at the moment any application from other countries will not be accepted and permitted to advertise in Malaysian publications. |
| MAB 3/2004                            | <b>Advertisement in billboard</b><br><br>There should be minimal use of words and the message should be as simple as possible.  |

MAB 1/2004

**Advertisement in radio by way of talk show**

- i. Only complete script will be accepted i.e. no addition can be made to the script upon approval
- ii. No caller segment is allowed
- iii. Validity of the approval is only for 6 months.

**Advertisement of services other than private hospital or clinic, medical laboratories or radiological laboratories**

The law does not allow service providers other than private hospital, clinic, radiological laboratories and medical laboratories to advertise their services. There have been cases where alternative service providers go on air to talk about their services. This is strictly not allowed. However, these alternative service providers are allowed to sponsor programs which are purely educational and informative. At the end of the program, they are only allowed to say "This program is brought to you by XYZ Health Centre". They are not allowed to state their address or phone number.