

## Commercial Endorsements

Approved 2007

1. Doctors should avoid any appearance of potential influence on their decision making or judgment on behalf of patients by personal commercial imperatives or commercial interest in products they are endorsing.
2. Doctors must declare as part of the endorsement, any commercial interest in the product and state why they are endorsing it. For instance, if a Doctor is deriving financial or other benefit directly or indirectly for appearing in an advertisement or advertorial, this must be stated as part of the Doctor's endorsement.
3. Doctors should endorse products using the proper chemical name for drugs, vaccines and specific ingredients, rather than the trade or commercial name.
4. Any endorsement should be based on specific independent scientific evidence, and that evidence should be clearly stated.