

The Borderlines team has reviewed the proposed wording and in respect of medicinal products, we note that the new rule 11.15 is less specific than the old rule.

A claim could be made for a product to prevent or treat disease, or restore, correct or modify a physiological function and whilst it may not necessarily be false, the issue for MHRA is that these claims would, generally speaking, capture the products under medicines legislation and consequently regulatory requirements would apply. In this case, a Marketing Authorisation granted by MHRA would have to be held by the supplier.