



# Veterinary Medicines Directorate

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Sent by email

Dear Brian,

The Veterinary Medicines Directorate (VMD) is very much looking forward to attending as an exhibitor the AHDA Conference 2022. As you may know, we regularly attend events such as yours which we find extremely effective for providing advice and information to those attending about our work in ensuring the safety, quality, and efficacy of veterinary medicines.

When attending these events, there have been some occasions where material on exhibitors' stands has not complied with the Veterinary Medicines Regulations (VMR), which we have the responsibility of enforcing. In particular, I should point out that a product is considered to be medicinal by presentation whenever its labelling or marketing gives the averagely well-informed person the impression that the product prevents or treats disease. Where this has happened, we have liaised with exhibitors to ensure that the products being promoted and the associated literature on the stands comply with the Regulations. In the light of these experiences, we now have a VMD Inspector as part of the VMD's representation at such events.

However, we are keen that preventative action is taken to avoid any misunderstandings that might result in an exhibitor breaching the regulations. We would therefore very much appreciate your assistance in promoting to the exhibitors prior to the event the following information which is available on GOV.UK:

- [www.gov.uk/veterinary-medicines-regulations](http://www.gov.uk/veterinary-medicines-regulations)
- [www.gov.uk/government/collections/veterinary-medicines-guidance-notes-vmgns](http://www.gov.uk/government/collections/veterinary-medicines-guidance-notes-vmgns)
- [www.gov.uk/advertise-veterinary-medicines-legally](http://www.gov.uk/advertise-veterinary-medicines-legally)

These links should enable exhibitors to take the necessary action before the start of the AHDA Conference to ensure that their stands and associated materials comply with the VMRs.



**Veterinary Medicines Directorate**  
Woodham Lane, New Haw, Addlestone, Surrey KT15 3LS  
Telephone +44 (0)1932 336911  
**Search for VMD on GOV.UK**



We would be very willing to help you promote the VMR and the other information we have mentioned to exhibitors and, if you felt it suitable, we would be happy if you wished to send a copy of this letter to the exhibitors. If any exhibitor after reading the relevant guidance is unsure of whether or not they comply with the VMR they can contact our Legislation team to obtain advice by email at [legislation@vmd.gov.uk](mailto:legislation@vmd.gov.uk).

Yours sincerely



Gavin Hall  
Interim Director of Authorisations  
and Deputy CEO



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