



List of Canadian Advertising Preclearance Agencies

Section 1: Agencies that have notified Health Canada that they have publicly self-attested to meeting Health Canada's recommended criteria for the preclearance of advertising material of nonprescription drugs and natural health products directed to consumers

Disclaimer:

Only agencies which have notified Health Canada that they have publicly attested to meeting Health Canada's criteria are included. Although Health Canada works in collaboration with these agencies, this list is not a recognition or an endorsement of the agencies by Health Canada. This information is provided as a source to consumers and to industry in order to make informed choices when selecting a preclearance agency for the review of advertising material.

Health Canada is the national regulatory authority for health product advertisements. Health product advertisements should not be false, misleading or deceptive. To this end, Health Canada provides policies to effectively regulate marketed health products, puts in place guidelines for the interpretation of the Regulations, and oversees regulated advertising activities.

Health Canada will use a risk based approach in its compliance and enforcement activities and reserves the right to enforce the advertising provisions contained in federal legislation.

Advertising Standards Canada

Director, Consumer Drug Section
175 Bloor Street East,
South Tower, Suite 1801
Toronto, Ontario M4W 3R8
Telephone: (416) 961-6311
Fax: (416) 961-7904
www.adstandards.com

Broadcast Clearance Advisory (a division of MIJO Corporation)

Director, Clearance and Verification Services
635 Queen St. East
Toronto, Ontario M4M 1G4
Telephone: (416) 778-5597
Fax: (416) 778-5989
www.bcacanada.com

Section 2: Agencies recognized by Health Canada for advertising material for all health products directed to health professionals:

Pharmaceutical Advertising Advisory Board

Commissioner
375 Kingston Road, Suite 200
Pickering, Ontario L1V 1A3
Telephone: (905) 509-2275
Fax: (905) 509-2486
www.paab.ca

Section 3: Agencies that provide advisory opinions on messages directed to consumers for prescription drugs and on educational material discussing a medical condition or disease:

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175 Bloor Street East,
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