



Hypothetical Product:

Lipogone



Example: Proposed patient community portal for patients on Lipogone. This community section is intended to be added to our previously approved gated patient website efile xxx consistent with part three of the Product Monograph.



Product Claim: Reduction of weight in the chronically obese, in combination with diet and lifestyle.



Lipogone Community Example:

[Headline]	Lipogone Stories
[Body copy]	<ul style="list-style-type: none"> - Spread the word about your weight loss journey with Lipogone - Share your struggles with other Lipogone patients - Share your commitment to weight loss
[Image]	Facebook 'Share' and 'Send' links
[Shared wall post] [Lipogone logo]	<p>Initial start: Hey Friends – I've started taking Lipogone to help with my weightloss efforts, but I could also use your help cheering me on. Please help me out.</p> <p>Milestones: With the help of Lipogone, I have reached my ___ goal of ___ lbs of weight lost.</p>
Example:	
[Send message] {Message automatically generated}	<p>To: _____</p> <p>Message: I am writing to let you know that I have started taking Lipogone. I know that I have a long and difficult journey ahead of me, but with Lipogone and your support I will get my weight under control.</p> <p>The following is a link that can give you more information about weight loss, weight loss treatment and how you can help support me as I get my weight under control.</p> <p>www.Lipogone.ca</p>
Example:	



PAAB ruling:

The shared posts to the patients wall creates a **link** between the brand and it's therapeutic use in a **consumer context**.

This appears to **exceed** the Food and Drug Regulations C.01.044, limiting advertising to the general public, to name, price and quantity.

Suggest removing discussion of therapy.

The proposed standard generated message intended to be sent around to friends creates a link between the brand and it's therapeutic use. This would be considered **direct to consumer** advertising.

In addition, we question encouraging patients to **promote** Lipogone.

The link to the patient website appears to exceed the consumer advertising restrictions, going beyond name, price and quantity.



Next Stage: Client reviews the PAAB ruling and resubmits a revised strategy...



Clients Amended Example:

[Headline]	Lipogone Stories
[Body copy]	<ul style="list-style-type: none"> - Don't be afraid to ask for your friends help and encouragement - Share your struggles with other Lipogone patients - Share your commitment to weight loss
[Image]	Facebook 'Share' and 'Send' links
[Shared wall post] [Lipogone logo]	<p>Initial start: Hey Friends – I've started taking Lipogone to help with my weightloss efforts, but I could also use your help cheering me on. Please help me out. I'm starting my attempt to get to a healthy weight. Help cheer me on</p> <p>Milestones: With the help of Lipogone, I have reached my ___ goal of ___ lbs of weight lost.</p>
Example:	
[Send message] {Message automatically generated}	<p>To: _____</p> <p>Message: I am writing to let you know that I am committed to losing weight. I know that I have a long and difficult journey ahead of me, but with Lipogone and your support, I will get my weight under control.</p> <p>The following is a link that can give you more information about weight loss, weight loss treatment, and how you can help support me as I get my weight under control.</p> <p>www.healthychoices.ca www.Lipogone.ca</p>
Example:	



Revisions:

Revised body copy to remove patient directed promotion of Lipogone.

Removal of the **brand name and logo** from the "share" wall post. Copy now reads "I'm starting my attempt to get to a healthy weight. Help cheer me on" and "I've reached my goal of ___lbs of weight lost".

Removal of mention of therapy within the automatically generated message.

Revised link to connect to an approved unbranded consumer website.

No mention of the **brand**.

Title can be filled in with content by the patient.

Prompt no longer reads "Tell your friends about your weight loss with Lipogone".



The 2015 PAAB training session lays out a clear methodology encouraging you to embrace omni-channel marketing & advertising within The PAAB Code. To see every session, along with the full speaker line up download the brochure here: www.paabtraining.com/brochure.html