

PRINCE EDWARD ISLAND  
***PHARMACY BOARD***

7-20424 Trans Canada Highway, South Shore Professional Building  
P.O. Box 89, Crapaud, P.E.I. COA IJO  
Phone: (902) 658-2780 Fax: (902) 658-2198 E-mail: [peipharm@auracom.com](mailto:peipharm@auracom.com)

*Member Organization of the National Association of Pharmacy Regulatory Authorities (NAPRA)*

POSITION STATEMENT

**Product Endorsement and Testimonials**

November 2003

Pharmacists' endorsements or testimonials lend professional credibility to the endorsed product. Concern arises when a pharmacist endorses a product that has limited or no evidence-based safety or efficacy information.

The following guidance allows professional judgment and recommendations by pharmacists, while limiting the scope of a pharmacist's influence:

Product recommendations to individual patients based on their current health status are appropriate, provided that the patient is informed about the absence of evidence-based product information (if that is the case).

Generalized product endorsements or testimonials are not appropriate.