

## ОРГАНІЗАЦІЙНО-ПРАВОВІ ЗАСАДИ РЕКЛАМИ ЛІКАРСЬКИХ ЗАСОБІВ В УКРАЇНІ

*This article on the based analysis of general and special acts in the region of advertising investigated regulations governing advertising of medicinal products. The author is weigh the pros and cons of their unreserved advertising and tends to need for a broad application of prohibitions and restrictions on advertising of medicines. The developed a methodological approach to advertising of medicines according to their purpose, audience, place, form and means of advertising.*

**Keywords:** *human life and health, medicine, advertising, the advertiser.*

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