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Controversial Advertising of Medicines
A Comparison between Poland and the United States

For many years, the subject of aggressive marketing campaigns conducted by phar-
aceutical companies has been raised in Poland. Drug ads are everywhere, on tel-
vision, the radio, magazines and on the Internet. Therefore, it is extremely im-
portant is to ensure both their legal and ethical dimension.

In my article I will present the differences between direct-to-consumer adver-
tising of medicines in Poland and in the US. The dissimilarities result mainly from
differences in legislation. In Poland the law is much stricter than in the US. For
example, in the United States companies are allowed to advertise prescription drugs
directly to patients. In the whole of the European Union, and thus in Poland, it is
strictly prohibited.

The article will present other regulations existing in Poland and in the United
States and it will compare them. It will show examples of violations of the law and
ethics in the advertising of medicine in both countries. It will briefly outline the
negative consequences of unacceptable pharmaceutical marketing.

Keywords: pharmaceutical industry, advertisement, drugs, law, ethics

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