

APPENDIX 17

PRODUCT NAMES NOT PERMITTED TO BE REGISTERED

Note:

1. This list is not meant to be exhaustive and is subject to review from time to time
2. The Authority reserves the right to disallow any other words or phrases for product names, which in its opinion is misleading, improper or not factual.

| No. | Non-Permissible Product Names | Examples |
|-----|---|--|
| 1. | 20 disease names as stated in the Medicines (Advertisement and Sale) Act 1956 (Revised 1983) | Diabetes, Asthma, Cancer |
| 2. | Prohibited use of a single active ingredient as a product name in products containing more than one active ingredient, except if the product name contains words such as 'Plus, Compound, Complex, Herbanika' | Tongkat Ali Capsule (if product contains tongkat ali, ginseng, etc.) |
| 3. | Use of superlatives Names indicating superiority in efficacy | Power/ Kuasa, Superior, Pure, Mustajab, Safe, Healthy/ Sihat, Penawar/ Shifa, VIP, Good, Heal/ Sembuh, Premium, Mustajab, Men/ Women/ Children Complete, Men/ Women/ Children Enriched, Paradise/ Syurga, Menawan, Booster |
| 4. | Use of word spelling that may cause confusion Words involving names of/part thereof: i) 20 disease names prohibited in the Medicines (Advertisement and Sale) Act 1956 (Revised 1983) ii) Diseases without scientific evidence of efficacy/ prescription medication to treat diseases/ parameters that indicate certain diseases (e.g. insulin, glucose) iii) Prohibited indication (e.g. to detoxify body) | a) Go Out = GOUT b) UTix = Urinary Tract Infection c) Diabecine = Diabetes d) Metformon = Metformin e) Insuprem = Insulin f) Glucosey = Glucose g) DetoxB = Detox body |

| No. | Non-Permissible Product Names | Examples |
|-----|--|--|
| 5. | Use of names that may cause ambiguity | B For Energy? |
| 6. | Use of names that may be offensive or indecent | SENXBIG=SEnXBIG(label) Sexy, Enjoy, Paradise, Heavenly, Blue boy, Casanova, Desire (<i>Dezire</i>), <i>Sensual</i> (<i>Xenxual</i>), <i>Asmara</i> , <i>Syok</i> |
| 7. | Use of product names incoherent with the approved indication The name contains only one product claim, but the product has more than one approved indication | Cough Syrup X= Approved indication for cough, dizziness, flu and itch |
| 8. | Use of product names with elements of ludicrous belief Statements referring to ancient beliefs/ negative spirits/ supernatural power | Words such as miracle, magic, magical, miraculous, saintly, heavenly |
| 9. | Use of product names similar to existing approved product names Product names similar to the spelling and pronunciation of words of existing product names | Tenormin vs Tenormine vs Tenormy Re-Liv vs Re-Lif |
| 10. | Use of product names that may cause ambiguity in the nature of the product (drug/ food/ beverage) Product names similar to a food/ beverage product | Juice, Health drink, Beverage, Kooky |
| 11. | Use of product names representing professional advice or opinion or the profession | Dr Sunny, Dr Noortier Rooibose Tea, Professor, Herbalist, Doctor |
| 12. | Use of product names representing weight loss/ slimming properties/ names that can be associated with weight loss/ slim | Slim, Langsing, Trim, Trimnfit, <i>Sleen</i> , <i>Kurus</i> , <i>Susut perut</i> , <i>Xlim</i> , <i>Weight watcher</i> |

| No. | Non-Permissible Product Names | Examples |
|-----|--|---|
| 13. | Use of product names referring to any religious content | Maksum, Mahmudah, Arifbillah |
| 14. | Use of product names referring to internal organs | Leever, Braineey, Kidnee, etc. |
| 15. | Use of abbreviation as a product name, except if it carries no meaning | TB, UTI, HB, etc. |
| 16. | Use of product names deemed to be unbecoming (e.g. traditional, non-professional) for pharmaceutical products | Cap Ikan Emas, Brand Ayam Jati, Tablet Kuat Badan |
| 17. | Other prohibited product names | Minda, IQ, Smart, Genius, Ultra Mega, Detox |