



## OTC Local Anesthetic Cream - Advertising Compliance Services Action Items

- Review and understand applicable advertising regulations and guidelines.
- Develop a checklist for evaluating advertising materials for compliance.
- Implement a pre-approval process for all marketing materials.
- Train marketing and sales staff on advertising compliance requirements.
- Monitor advertising materials for misleading or unsubstantiated claims.
- Create a repository for approved advertising materials.
- Establish a protocol for addressing consumer complaints related to advertising.
- Conduct periodic audits of advertising practices to ensure compliance.
- Engage legal counsel to review advertising campaigns for compliance.
- Document all compliance reviews and decisions made regarding advertising.

To avail of our professional services kindly contact [hello@consultareinc.com](mailto:hello@consultareinc.com) or call 1-202-982-3002