

# Current Issues in PHARMACY

Qamar Uddin Ahmad



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# Current Issues in Pharmacy

Editor

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<b>TABLE OF CONTENTS</b>	<b>Page</b>
<b>PREFACE</b>	<b>3</b>
<b>Chapter 1: Issues in Pharmacy Education</b>	
<i>Tariq Abdul Razak</i>	<b>5</b>
<b>Chapter 2: Direct-to-Consumer Advertising in Malaysia: Skirting the Regulations?</b>	
<i>Syahiera Farhana Zakaria; Noordin Othman</i>	<b>15</b>
<b>Chapter 3: Tobacco Control Education in Pharmacy: From Theory to Practice</b>	
<i>Mohamad Haniki Nik Mohamed; Saraswathi Simansalam</i>	<b>25</b>
<b>Chapter 4: Pharmaceutical Promotion: The Theoretical Framework of Regulation</b>	
<i>Noordin Othman; Agnes Vitry; Elizabeth E. Roughead</i>	<b>57</b>
<b>Chapter 5: The Challenge of Pharmaceutical Promotion Regulation in Malaysia</b>	
<i>Noordin Othman; Agnes Vitry; Elizabeth E. Roughead</i>	<b>70</b>
<b>Chapter 6: Innovations in the Delivery of Pharmaceutical Care</b>	
<i>Nurdiana Jamil; Syahiera Farhana Zakaria</i>	<b>88</b>
<b>Chapter 7: Microencapsulation of Gentamicin into PLGA-Chitosan Matrices</b>	
<i>Anas Abdullah Hazim; Ahmad Fahmi Harun Ismail; Mohamed Awang; Farahidah Mohamed</i>	<b>112</b>
<b>Chapter 8: Process Analytical Technology Based Monitoring and Control of Crystal Properties in Pharmaceutical Crystallisation Processes</b>	
<i>Mohd Rushdi Abu Bakar; Zoltan Karman Nagy</i>	<b>129</b>
<b>Chapter 9: Pharmaceutical Application of Solid Dispersion Technology in Improving Solubility of Poorly Soluble Drugs: A Review</b>	
<i>Uttam Kumar Mandal</i>	<b>156</b>

## Current Issues in Pharmacy

<b>Chapter 10:</b> Natural Surfactants for Pharmaceutical Emulsions	
<i>Hadi, J. N; Norazian M. Hassan; Kausar Ahmad</i>	<b>178</b>
<b>Chapter 11:</b> The Vascular Protective Effects of Polyphenols	
<i>Juliana Md Jaffri</i>	<b>196</b>
<b>Chapter 12:</b> The Stress and Free Radical towards Disease and Aging	
<i>May Khin Soe</i>	<b>215</b>
<b>Chapter 13:</b> Research and Development on Antidiabetic Herbs: Malaysia Perspective	
<i>Abdul Razak Kasmuri</i>	<b>227</b>
<b>Chapter 14:</b> <i>In Vitro</i> Activities of Malaysian Antidiabetic Plant Extracts on Adipocyte Cells	
<i>Muhammad Taher; Mohamed Zaffar Ali Mohamed Amiroudine; Deny Susanti</i>	<b>238</b>
<b>Chapter 15:</b> Herbs as Antimicrobial Remedies and the Scientific Evidences	
<i>Norazian M. Hassan; Qamar Uddin Ahmed</i>	<b>249</b>
<b>Chapter 16:</b> Phytochemical Screening Expedition 2009: Drug Discovery From Nature	
<i>Siti Zaiton, M. S; Norazian M. Hassan; Shamsul Khamis</i>	<b>274</b>
<b>Chapter 17:</b> Pharmacology, Phytochemistry, and Toxicity of <i>Rhazya Stricta</i> DECNE	
<i>Saifullah Khan; Farmanullah</i>	<b>285</b>
<b>Chapter 18:</b> Effect of Different Growth Regulators on Shoot Proliferation of Garlic ( <i>Allium sativum</i> L.)	
<i>Santi Rosana; Retno A. Budi Muljono; Ishak</i>	<b>305</b>
<b>Chapter 19:</b> Metals in Herbal Formulations	
<i>A. B. M. Helal Uddin</i>	<b>320</b>
<b>Chapter 20:</b> Flavonoids: Future Pharmaceutical Agents	
<i>Qamar Uddin Ahmed</i>	<b>333</b>

## CHAPTER 2

### **DIRECT-TO-CONSUMER ADVERTISING IN MALAYSIA: SKIRTING THE REGULATIONS?**

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Direct-to-consumer advertising (DTCA) of medicinal products is characterized by any statement or pictorial design targeted to general public that is meant to promote the use or supply of medical products or services (*AMA Position Statement*, 2007). Generally, various forms of marketing techniques are used in DTCA including advertising in television, newspapers, pamphlets, radio and internet.

#### **Types of DTCA**

Generally, it can be classified into different categories based on regulation of DTC. For example, there are three type of DTCA in the in the United Sates (US):

i- Disease-awareness (help-seeking) advertisements:

Advertisements that provide information about a medical condition and encourage people to talk to their physician about available treatments. Information on specific brand is not provided.

ii- Reminder advertisements:

Advertisements that include only the brand and may provide information about strength,