

## Appearance

### ■ **Correct position**

- **Medicine bottles:** The label should be on the front of a medicine bottle about a third of the way down the container. The front of an internal bottle is the curved side and the front of a fluted bottle is the plain side.
- **Cartons:** The label should be placed on the large side of the carton. If there is not enough room on a single side of the carton for the entire label, it should be placed around the carton, ensuring that all the information is visible.
- **Ointment jars:** The label should be placed on the side of the jar, ensuring that the contents of the label are visible when the top is placed on the jar.
- Ensure that the patient can open the container without destroying the label (e.g. when labelling cartons).
- Ensure the label is positioned with care and is straight, not crooked.

### ■ **Clean**

- Ensure the container is clean before packing the product, then clean the outside before affixing the label. Never pour any liquids into a pre-labelled container as this risks spoiling the label with drips of the medicament.

### ■ **Secure**

- Ensure that the label is secure before dispensing the product to the patient. The main reason for labels not sticking to product containers is because of a dirty or greasy container.

## Information

### ■ **Legible**

- Always check label print size and quality to ensure that it can be read clearly. If there is too much information to place on one label, consider placing the additional information on a secondary label, rather than reducing the size of the print or trying to include too much information on one label.

### ■ **Concise**

- Although it is important that sufficient information is placed on the label, it must be remembered that it is important not to confuse the patient by placing too much information on the label. If the label contains too much information, rather than assisting patients, they may feel overwhelmed and as a result they may read none of the information.

### ■ **Adequate**

- Ensure that sufficient information is given. For example, the term 'when required' raises the questions how much? How often? When required for what?