12th September 2023

\_\_\_/NDA/DPS/09/2023

The Pharmacist-in-charge

**ABACUS PHARMA (A) LTD**

Plot 28B – 32B – 34B, Coronation Avenue, UMA show grounds

P.O BOX 31376 Kampala,

Tel: +256 417 100 900, 0700 738 946

Email: [aplug.abacus@abacuspharma.com](mailto:aplug.abacus@abacuspharma.com)

Dear Sir,

**RE: REJECTION OF PROMOTIONAL MATERIALS**

Reference is made to your letter dated 11th August 2023, received at National Drug Authority on 18th August 2023 (NDA registry number 6142/23) and additional information submitted on 29th August 2023. You requested for vetting and approval of **COLOURED PENCILS** branded with **CAVIT, VITOC-D, ACTILOSA.**

We have reviewed the promotional materials mentioned above and have determined that the promotional medium is directed towards children. Such an approach is ethically unacceptable and encourages irrational usage of medicines.

The promotional material above is hereby **rejected** and must not be published.

Yours Sincerely,

David Nahamya

**SECRETARY TO THE AUTHORITY**

Copy to:        Director Product Safety

Director Product Assessment and Registration

Director Inspectorate & Enforcement

Regional Managers

Drug Inspectors at the entry ports