

**Summary of findings of Code of Practice Standing Committee findings – Complaint #140 under the Code of Practice (v.15)**

**AstraZeneca Limited and GlaxoSmithKline New Zealand Limited**

**Code of Practice Standing Committee:** Dr John Cadenhead, Dr Richard Robson, Dr Jan White, Tim Jones, Dr Greg Evans.

**Hearing:** 8 February 2012.

**Complaint:** This complaint brought by AstraZeneca Limited against GlaxoSmithKline New Zealand Limited regarding promotional material including the words “Seretide will be the only fully funded” published in November 2011.

The Committee found as follows:

1. The advertisement was determined incorrect and in its present form, misleading. At November 2011 there were other possibilities.

The Committee upheld the complaint.

**Remedy:** The Committee found there had been a breach of the Code. GlaxoSmithKline will pay cost and disbursements of the proceedings and issue a corrective statement, approved by the Committee, to all general practitioners and relevant specialists.