



PAAB Guidance Documents July 1, 2013 implementation

Foreword:

The PAAB's mission is to provide a preclearance review that fosters trustworthy healthcare communications within the regulatory framework.

The PAAB guidance documents are designed to provide review and compliance guidance for both the industry and PAAB reviewers. Our goal is ensure that the PAAB mandate is implemented in a fair, consistent and effective manner in keeping with our values of integrity, competency, credibility, independence, excellence and transparency.

The PAAB commissioner bases these guidance documents on best principles and practices identified from stakeholder input. These documents are dynamic in nature and ongoing input from stakeholders may require updates. These documents are guidance instruments not having the force of the Code and, as such, allow for flexibility in approach. Alternate approaches to the principles and practices described in these documents **may be** acceptable if deemed by the PAAB to be adequately justified. Similarly, the PAAB reserves the right to impose restrictions and conditions which are not specifically described in these guidances. These documents should always be read in conjunction with the PAAB Code of advertising acceptance.

PAAB Commissioner

To provide a preclearance review that fosters trustworthy healthcare communications within the regulatory framework. Fournir un service d'évaluation des renseignements soumis en vue d'une approbation qui favorisera une communication fiable et crédible sur les produits de soins de santé, et ce à l'intérieur du cadre réglementaire.