

# THE BRUSSELS PRINCIPLES



Brussels Principles

## ON THE SALE OF MEDICINES OVER THE INTERNET

The Brussels Principles underscore the importance of the international online marketplace as a lifeline of affordable and safe medication for millions of people who otherwise would forgo necessary treatments due to drug cost and availability.

### 1 ACCESS TO MEDICAL PRODUCTS

Access to affordable medical products is a fundamental component of the right to health.

### 2 SAFE USE OF THE INTERNET

Patients with a prescription should be able to use the Internet to order safe, quality and affordable medical products for personal use.

### 3 NATIONAL AND REGIONAL LEGISLATION

National and regional legislation, regulation, and enforcement policies and actions should not prevent and/or deter patients with a prescription from importing safe, quality and affordable medical products for personal use.

### 4 COMPETITIVE ONLINE MARKETPLACE

Governments, international organizations and non-governmental organizations should promote a competitive online marketplace for safe and quality medical products in order to protect and facilitate affordability and access for all populations.

### 5 EVIDENCE-BASED AND PATIENT-CENTERED POLICIES

Policies that affect online access to medical products should aim to be evidence-based and patient-centered, including consideration of the fact that affordability and local availability can be significant barriers to access.

### 6 PROMOTION OF BEST PRACTICES ON THE ONLINE MARKETPLACE

National, regional and international regulatory efforts should promote guidelines and best practices to ensure that online pharmacies are a reliable and safe source of medical products for patients. They should also identify and, through enforcement actions, sanction those online marketplaces engaging in the intentional sale and distribution of falsified and substandard medical products, as defined by the World Health Organization, as well as the sale of medical products to patients without a prescription.

### 7 END THE MISUSE OF COMMERCIAL POWER

Internet intermediaries, such as domain name registries, advertising networks, payment processors, financial institutions as well as physical and electronic mail and delivery services should not misuse their commercial power to disrupt online access to safe, quality and affordable medical products.

## Endorse the Brussels Principles

at [www.brusselsprinciples.org](http://www.brusselsprinciples.org)

Prescription Justice Institute