



# Ministero della Salute

DIPARTIMENTO DELLA PROGRAMMAZIONE E DELL'ORDINAMENTO  
DEL SERVIZIO SANITARIO NAZIONALE

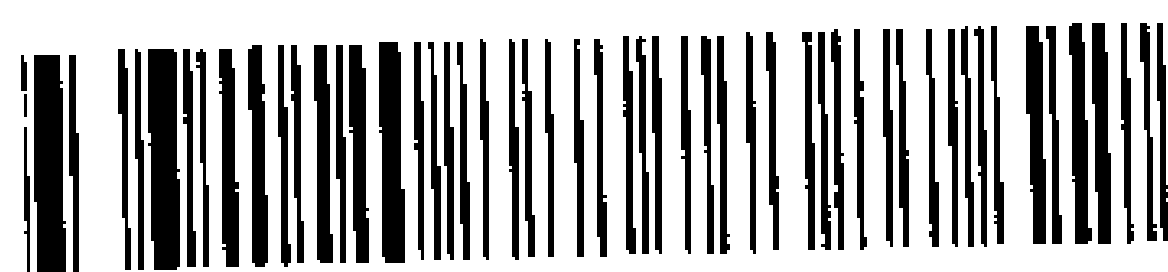
DIREZIONE GENERALE DEI DISPOSITIVI MEDICI, DEL  
SERVIZIO FARMACEUTICO E DELLA SICUREZZA DELLE CURE

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Ministero della Salute

DGDFSC

0004330-P-18/01/2013



116229687

European Commission's  
Directorate General For Health and Consumer  
Policy (DG SANCO)  
Westferry Circus, Canary Wharf  
London E14 4HB

DGDFSC

RE: Implementing act on common logo for legally – operating on line Pharmacies/retailers offering medical products for human use for sale at distance to the public – concept paper submitted for public consultation.

Italian Ministry of Health – Department of Planning and Organization of the National Health Service – Directorate General for Medical Devices, Pharmaceutical services and Safety Healthcare, is please to send you the attached comments on : Implementing act on common logo for legally – operating on line Pharmacies/retailers offering medical products for human use for sale at distance to the public – concept paper submitted for public consultation.

Marcella Marletta  
Director General

Italian Ministry of health comments shared with National Medicines Agency (AIFA)

doc Sanco.ddg1.d.6(2012)1117232

**“IMPLEMENTING ACT ON A COMMON LOGO FOR LEGALLY-OPERATING ONLINE PHARMACIES/RETAILERS OFFERING MEDICINAL PRODUCTS FOR HUMAN USE FOR SALE AT A DISTANCE TO THE PUBLIC CONCEPT PAPER SUBMITTED FOR PUBLIC CONSULTATION**

**Consultation item 1 point 15**

**Comment :** The communication campaigns should clarify the aspects of “logo falsification”; the reciprocal link scheme is a good tool for verification, but it is necessary to stress its features in the communication exercises, in order to have it properly used by inexperienced customers.

**Consultation item 2**

point 2 Design of the common logo

**Comment :** the choice of Italian Ministry of Health is the option 2

**Consultation item 3**

. **National element and text associated with the common logo**

Point 4. Size and position of the logo point 27

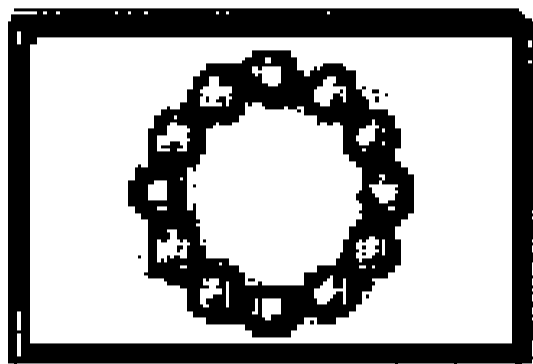
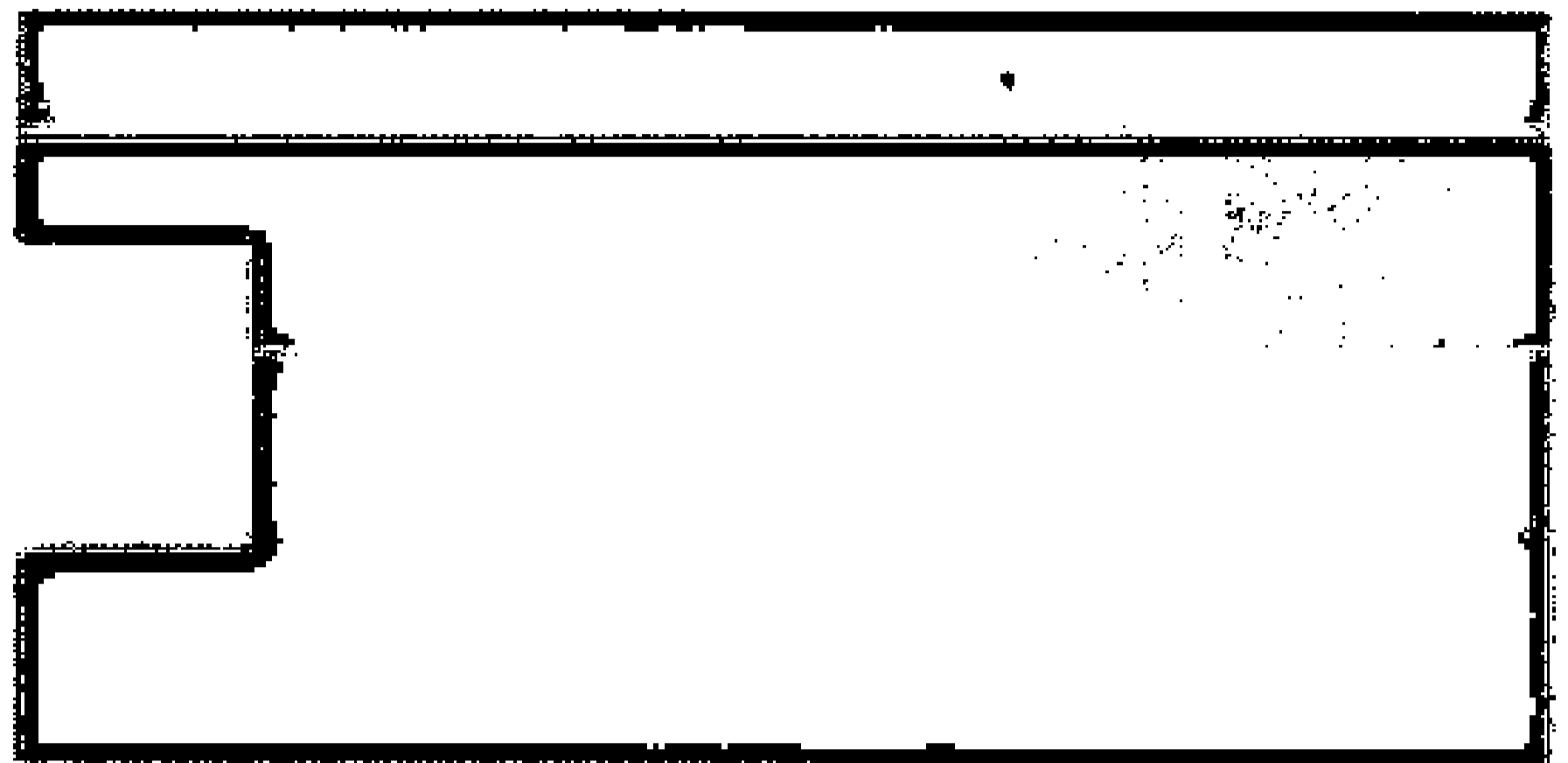
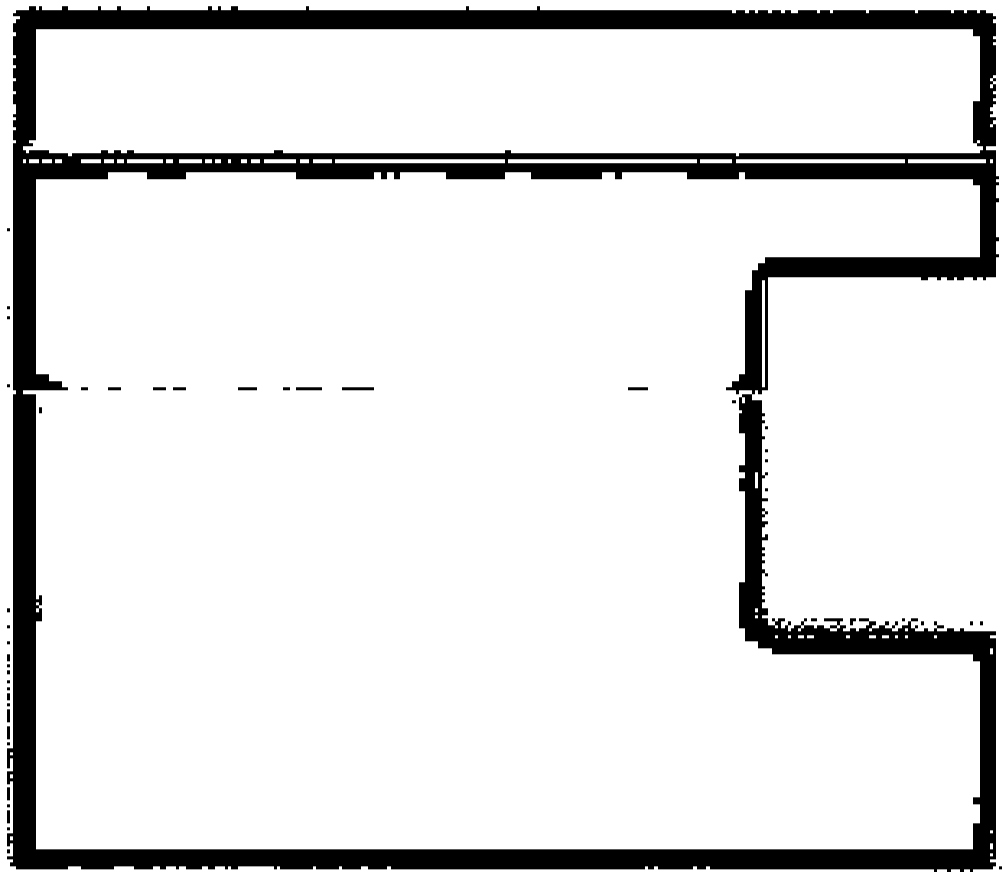
**Comment :** the possibility to introduce some animation it's a critical point related also to the web access on behalf of people with disabilities .In italy a specific law “Legge Stanga 04/2004 takes into account this specific critical point according to European and international approach on this matter .

**Consultation item 4**

**Annex**

**Examples of possible logos with a national element and a possible text**

**Comment:** we submit Italian proposal for logo with national identification , copy is attached to this document .



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