

DH enhances enforcement actions against illegal use of pharmacy logo and title with approach of Chinese New Year holidays

With the Chinese New Year holidays approaching, the Department of Health (DH) today (January 27) reminded members of the public and travellers to verify the pharmacy logo in the prescribed form when purchasing medicines. The DH will continue to enhance enforcement actions against the illegal use of logos and titles of Authorized Sellers of Poisons (ASP) (commonly known as pharmacies) and carry out follow-up investigations of suspected violations.

Last year (2024), six limited companies and a proprietor of a retailer, which were not pharmacies, were convicted of displaying a logo, which so resembled the logo in the prescribed form of a pharmacy, at their premises, and were fined from \$2,000 to \$16,800.

According to the Pharmacy and Poisons Ordinance (Cap. 138) (the Ordinance), only persons authorised by the Pharmacy and Poisons Board of Hong Kong (the Board) as ASPs are allowed to conduct the relevant retail business of selling poisons at premises registered by the Board, including poisons listed in Part 1 and Part 2 of the Poisons List at Schedule 10 to the Pharmacy and Poisons Regulations (Cap. 138A). Displaying a logo in the prescribed form of a pharmacy or a logo which so resembled the logo in the prescribed form at a premises other than the registered premises of a pharmacy, or using the Chinese term "藥房" or the terms such as "pharmacy", "dispensary", "drug-store" in connection with any business engaged in the retail sale of poisons commits an offence. The maximum penalty upon conviction is a fine of \$100,000 and two years' imprisonment.

The use of a pharmacy logo or its title as stipulated by the Ordinance is applicable to all retailers, including those that are not licensed by the Board. The DH has been collecting intelligence through different channels. If any retailer is suspected of illegally displaying a pharmacy logo in the prescribed form or pharmacy title, the DH will follow up and carry out an investigation immediately and conduct joint operation with relevant departments when necessary.

To enable the public to identify registered pharmacies, the DH has formulated a label (see Annex) for identification of ASPs, and the labels have been sent to each pharmacy for display in a conspicuous position in the pharmacy. Users can obtain information of the registered pharmacy by scanning the QR Code on the label displayed in the pharmacy.

Members of the public can also visit the [website](#) of the Drug Office of the DH for educational materials on "['Pharmacies' in Hong Kong](#)", and names

and addresses of all licensees (including ASPs).