

Recent FDA Enforcement Actions CBER

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Branch Chief

Advertising & Promotional Labeling Branch

Division of Case Management

Office of Compliance and Biologics Quality

CBER Products



- Vaccines
- Coagulation Factors
- Plasma Derivatives
- Allergenic Extracts
- Human Tissue & Cellular Products (cord blood)
- Gene Therapy Products
- Biological Devices and Test Kits
- Blood Bank Products (e.g., anticoagulants)

FY 2017 Compliance Action





Warning Letter

October 14, 2016





InterSol

Platelet Additive Solution (PAS 3)

INTERSOL



 InterSol is an isotonic solution designed to replace a portion of the plasma used in the storage of AMICUS™-derived leukoreduced apheresis platelets under standard blood banking conditions.

- There is no direct therapeutic effect to be expected from the formulation.
- The solution should never be infused into a patient.

INTERSOL (cont.)



- Promotional material is misleading because it presents efficacy claims for InterSol, but omits all risk information for InterSol.
- Violations are concerning from a public health perspective because they create a misleading impression about the safety and effectiveness of InterSol.

Moreover, we are concerned by your continued violative promotion of your product. Fenwal, Inc. was cited for similar violations in a Warning Letter dated June 1, 2012.





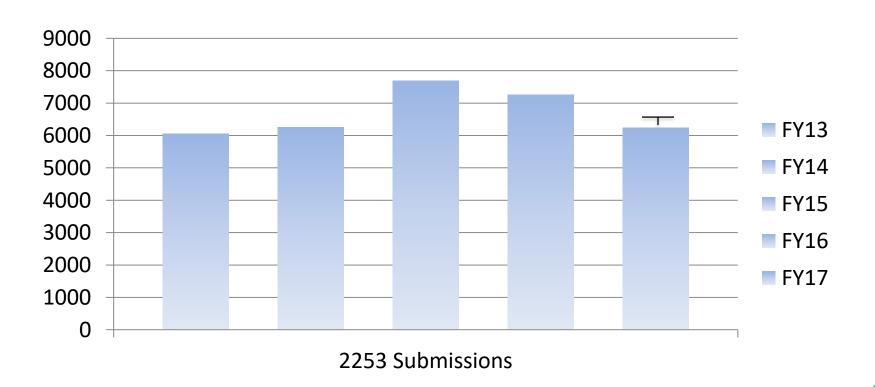


- Common problems in promotional materials
 - Absence of Risk Information
 - Misleading presentation of efficacy
- FDA will provide advice on <u>draft</u> promotional materials
 - Voluntary
 - Requests must be in writing

Promotional Material

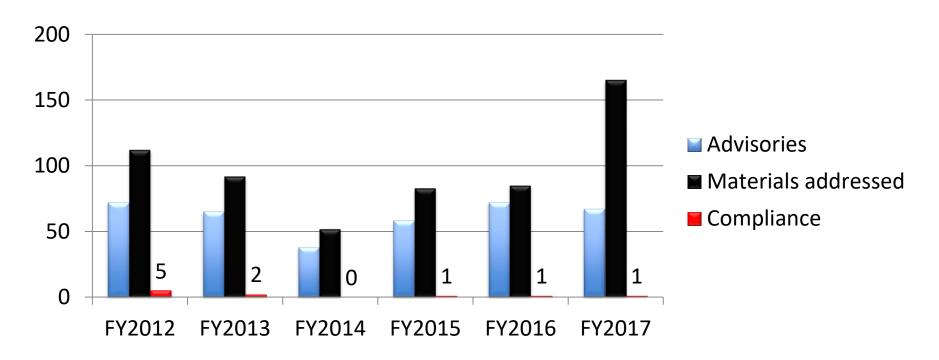


FY13 - FY17 (to 9/11/17)



Advice





Resources



Guidance

http://www.fda.gov/BiologicsBloodVaccines/GuidanceComplianceRegulatoryInformation/default.htm

http://www.fda.gov/Drugs/GuidanceComplianceRegulatoryInformation/Guidances/default.htm

Compliance Letters

http://www.fda.gov/cber/efoi/adpromo.htm

https://www.accessdata.fda.gov/scripts/warningletters/wlFilterByOffice.cfm

APLB Website

http://www.fda.gov/BiologicsBloodVaccines/DevelopmentApprovalProcess/AdvertisingLabelingPromotionalMaterials/ucm164120.htm

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