

② Conduct of the pharmacy The conditions in a pharmacy should be such as to preclude avoidable risk or error of accidental contamination in the preparation, dispensing and supply of medicines.

The appearance of the premises should reflect the professional character of pharmacy. It should be clear to the public that the practice of pharmacy is carried out in the establishment. Signs, notices, descriptions, wordings on business, stationery and related indications, should be restrained in size, design and terms. Descriptions, which denote or imply pharmaceutical qualifications should be limited to those, of which, the use is restricted by law and should not draw invidious distinction between pharmacists. A notice, stating that dispensing under (Employees State Insurance Scheme) E.S.I.S. or any such other scheme sponsored by the Government is carried out, may be exhibited at the premises. In every pharmacy there should be a pharmacist, in personal control of the pharmacy, who will be regarded as primarily responsible for the observance of proper standards of conduct in connection with it. Any obstruction of the pharmacist in the execution of his duty by the owner will be regarded as failure on the part of the owner to observe the standards in question.

③ Handling of prescriptions When a prescription is presented for dispensing, it should be received by a pharmacist without any discussion or comment over it, regarding the merits and demerits of its therapeutic efficiency. The pharmacist should not even show any physiognomic expression of alarm or astonishment upon the receipt of a prescription, as such things may cause anxiety in patients or their agents and may even shake their faith in their physician. Any question on a prescription should be answered with every caution and care; it should neither offend a patron nor should it disclose any information which might have been intentionally withheld from him.

It is not within the privilege of a pharmacist to add, omit, or substitute any ingredient or alter the composition of a prescription, without the consent of the prescriber, unless the change is emergent or is demanded purely by the technique of the pharmaceutical art and does not cause any alteration in the therapeutic action of the recipe. In case of any obvious error in it, due to any omission, incompatibility or overdosage, the prescription should be referred back to the prescriber for correction or approval of the change suggested. While such an act is imperative in the best interest of the patient, in no case should it be done in a manner which may jeopardize the reputation of the prescriber concerned.

In matter of refilling prescriptions, a pharmacist should solely be guided by the instructions of the prescriber and he should advise patient

to use medicines or remedies, strictly in accordance with the intention of the physician, as noted on the prescription.

Handling of drugs All possible care should be taken to dispense a prescription correctly, by weighing and measuring all ingredients, in correct proportions, by the help of scales and measures; visual estimations must be avoided. Further, a pharmacist should always use drugs and medicinal preparations of standard quality. He should never fill his prescription with spurious, substandard and unethical preparations.

A pharmacist should be very judicious in dealing with drugs and medicinal preparations known to be poisonous or to be used for addiction or another abusive purpose. Such drugs and preparations should not be supplied to any one, if there is reason to suppose that it is required for such purpose.

Apprentice pharmacist While incharge of a dispensary, drugstore or hospital pharmacy, where apprentice pharmacists are admitted for practical training, a pharmacist should see that the trainees are given full facilities for their work, so that on the completion of their training they have acquired sufficient technique and skill to make themselves dependable pharmacists. No certificate or credentials should be granted, unless the above criterion is attained and the recipient has proved himself worthy of same.

Pharmacist in Relation to His Trade

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① Price structure

② Fair trade practice

Price structure Prices, charged from customers, should be fair and in keeping with the quality and quantity of commodity supplied, and the labour and skill required in making it ready for use, so as to ensure an adequate remuneration to the pharmacist, taking into consideration his knowledge, skill, the time consumed and the great responsibility involved, but at the same time without unduly taxing the purchaser.

Fair trade practice No attempt should be made to capture the business of a contemporary by cut throat competitions, that is, by offering any sort of prizes or gifts or any kind of allurements to patronizers or by knowingly charging lower prices for medical commodities than those charged by a fellow pharmacist, if they be reasonable. In case, any order or prescription, genuinely intended to be served by some dispensary, is brought by mistake to another, the latter should refuse to accept it and should direct the customer to the right place. Labels, trade marks and other signs and symbols of contemporaries should not be imitated or copied.

② Purchase of drugs Drugs should always be purchased from genuine and reputable sources and a pharmacist should always be on his guard not to aid or abet, directly or indirectly, the manufacture, possession, distribution and sale of spurious or substandard drugs.

③ Hawking of drugs Hawking of drugs and medicinals should not be encouraged nor should any attempt be made to solicit orders for such substances from door to door. 'Self-service' method of operating pharmacies and drugstores should not be used, as this practice may lead to the distribution of therapeutic substances without an expert supervision and would thus encourage self-medication, which is highly undesirable.

④ Advertising and displays No display material, either on the premises, in the press or elsewhere should be used by a pharmacist in connection with the sale to the public of medicines or medical appliances, which is undignified in style or which contains:—

- (a) Any wordings, design or illustration, reflecting unfavourably on pharmacists collectively, or upon any group or individual.
- (b) A disparaging reference, direct or by implication to other suppliers, products, remedies, or treatments.
- (c) Misleading or exaggerated statements or claims.
- (d) The word "Cure" in reference to an ailment or symptoms of health.
- (e) A guarantee of therapeutic efficacy.
- (f) An appeal to fear.
- (g) An offer to refund money paid.
- (h) A prize, competition or similar scheme.
- (i) Any reference to medical practitioner or a hospital or the use of the terms "Doctor" or "Dr." or "Nurse", in connection with the name of a preparation, not already established.
- (j) A reference to sexual weakness, premature ageing or loss of virility.
- (k) A reference to complaints of sexual nature in terms, which lack the reticence proper to the subject.

No article or preparation, advertised to the public by means of display material of a kind mentioned above, should be exhibited in a pharmacy if it is known or could reasonably be known that the article or preparation so advertised.