

EGGVP comments as regards the **European Commission considerations** on delegated and implementing acts as part of the implementation of the new veterinary medicines Regulation 2019/6

Subject: **Design of the common logo for online sales of veterinary medicines (Art 104 (7))**

The new Regulation requires the European Commission to adopt implementing acts on a common logo to identify persons offering veterinary medicinal products for sale at a distance.

The Commission is considering the following two possible logos in this context:

- (1) The same logo as the one that already exists for human medicines:



Click to verify
if the website
is operating
legally

- (2) A specific logo for on line sales of veterinary medical products:



Click to verify
if the website
is operating
legally

The European Commission (DG Sante) has contacted EGGVP with a request for receiving comments as regards the above possible logos, in the context of a targeted stakeholder consultation. EGGVP highly values this consultation and the opportunity to comment on this topic; we thank DG Sante for the initiative.

EGGVP position

EGGVP is in full support of the second logo (veterinary only, blue colour) mainly because it allows better identification of the veterinary medicines business and is distinctive from the human medicines one.

- “V” allowing proper identification for "veterinary use".
- Different colour and design from human medicines will also be handy for users.
- Furthermore, blue is also conventionally a veterinary colour.

As the proposal of a common logo is to identify businesses offering veterinary medicines for sale at a distance, we consider important to make such a distinction. As such it is recommended to have a specific logo with the link to a list of retailers for veterinary products instead of a common logo with the link to a list of retailers for both human and veterinary products.

Last, this would be in the spirit of the new veterinary medicines regulation to create a targeted regulatory environment for the animal health sector, independent from the human one; so, using the same logo for internet sales would not be consistent with this rationale.