

Our ref.: HWF CR 1/1/3231/03 (05) Pt. 2

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22 September 2006

Clerk to Panel on Health Services
(Attn: Miss Mary So)
Legislative Council
Legislative Council Building
8 Jackson Road
Central
Hong Kong

Dear Ms So,

Panel on Health Services
Enforcement of Undesirable Medical Advertisements Ordinance

I refer to your correspondence of 20 July 2006 attached with a letter from the Hon Selina CHOW.

Out of the 4,117 warning letters issued in 2005, 2109 concerned advertisements published in newspapers or magazines. A breakdown of the warning letters issued to newspapers and magazines is at **Annex 1**. A breakdown of organizations against which the 59 legal actions were taken (including names of the 14 concerned publishers) is at **Annex 2** for your reference.

Yours sincerely,

(Bonnie YAU)
for Secretary for Health, Welfare and Food

No. of warning letters issued to publishers by the Department of Health in 2005

Publishers	Total
Three Weekly	70
am 730	5
Amy	1
Beauty & Hair	14
Bella 完全女人手冊	6
Cosmopolitan	1
ELLE	2
Fashion & Beauty	2
HIM	2
Jessica Code	1
Lisa 味道生活	4
The Standard	1
TVB Weekly	68
Ta Kung Pao	26
Epoch Times	3
Sun News	269
Wen Wei Po	18
去街 Guide	9
Sing Pao Daily News	108
Cable Guide	1
Esquire	1
完全女人週報	1
Express Weekly	49
Sisters' Pictorial	31
Sudden Weekly	43
Ming Pao	84
Ming Pao Weekly	34
East Touch	5
Oriental Daily News	283
Oriental Sunday	46
East Week	87
Senior Magazine Biweekly	1
Hong Kong Economic Journal	3
South China Morning Post	10
Sing Tao Daily	99
8 Weekly	24
Hong Kong Beauty Buyers'	4
The Standard	0

Publishers	Total
香港美容年鑑 2006	9
Hong Kong Beauty Magazine	24
Hong Kong Commercial Daily	117
Health Plus Magazine	10
Wedding	1
Metro Hong Kong	19
Easy Finder	18
Next Magazine	73
New Monday	7
Weekend Weekly	13
Hong Kong Daily News	123
Economic Digest	10
Hong Kong Economic Times	55
Hong Kong Nightlife	1
Parents	3
Headline Daily	6
Apple Daily	204

Organizations prosecuted in 2005

Company category	No. of cases	Publishers prosecuted (if any)
Western medical practitioner centres	3	
Chinese herbalist centres	6	Sun News (1 Case) Oriental Daily (1 Case)
Medical centres in the Mainland	4	Sing Pao Daily News (1 Case) Hong Kong Commercial Daily (2 Cases) Hong Kong Daily News (1 Case)
Beauty centres	2	Three Weekly (1 Case) Easy Finder (1 Case)
Western drugs traders	1	
Chinese medicine traders	19	Three Weekly (1 Case) Sun News (3 Cases)
Health products traders	23	Sing Tao Daily (1 Case) Apple Daily (1 Case)
Others	1	