



No. F. 4-17/2025-DD-PS-I(Adv.B-M-3)

Government of Pakistan

Drug Regulatory Authority of Pakistan

Prime Minister's National Health Complex, Park Road Islamabad

Islamabad, the 29th of July, 2025

M/s. Abbott Laboratories (Pakistan) Ltd.,
Opposite Radio Pakistan Transmission Centre, Hyderabad Road, Landhi
Karachi.

Subject: Application for Approval to Advertise Surbex-Z Tablet (Reg. No: 010972) Through Display Media

I am directed to refer to your application regarding the subject cited above and to state that the Advertisement Board in its 3rd meeting held on 4th July, 2025 has approved the advertisement of your product namely Surbex-Z Tablet (Reg. No: 010972) through following Media/Mode.

Sr #	Name of Product/ Reg. No.	Media of Advertisement	
1.	Surbex-Z Tablet 010972	Display Media i. Dangler Ad ii. Billboard Ad. 1 iii. Billboard Ad. 2 iv. Print Ad. v. Print Ad. 1 vi. Print Ad. 2 vii. Print Ad. 3 viii. Print Ad. 4 ix. Poster Ad. 1 x. Poster Ad. 2 xi. Pharmacy Branding Ad. 1 xii. Pharmacy Branding Ad. 2 xiii. Pharmacy Branding Ad. 3 xiv. Counter Top Ad. -1	Digital Media i. Mobile Ad ii. Digital Banner Ad iii. Digital Desktop Ad

2. The approval of advertisement(s) on Prescribed Form-II are enclosed. You are further required to submit details of the link(s) of social media handles, platform, and campaign.

Encl: As Above

(Dr Mahvash Ansari)
Deputy Director/
Secretary Advertisement Board,
Drug Regulatory Authority of Pakistan

Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan



Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in <u>Dangler Ad. mode(s) of Display Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.
Permission of Advertisement granted for (Name): <u>Surbex-Z Tablet</u> Registration / Enlistment No. <u>010972</u>
1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
3. The Advertisement Board may withdraw the approval granted or modify or alter the conditions subject to which the advertisement has been approved.
4. This approval is valid for a period of two years only, from the date of issuance of this approval.
5. The Reference No of the advertisement and following additional cautionary statements should also be printed in prominent font size and if aired should be clearly communicated/perceived or understood. i. تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔ ii. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔ iii. دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
6. Approved advertisement specimen enclosed


Secretary
Advertisement Board
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)



Display Media

Dangler

Back

Front



Abbott

Surbex[®]

se Zindagi

صحت مند

**Zinc 22.5mg, Vitamin E, C,
Folic Acid & B-Complex**

1. تمام دوائیں پھوس کی پہچ سے دور رکھیں۔ 2. طبیعت زیادہ مرطوب ہو تو ڈاکٹر سے رجوع کریں۔ 3. دوا کی استعمال سے پیشہ اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈسٹریبیوٹر (DRA) کو دیں۔ 4. دوا کو لیدل برقی کرنی باتاری کے مطابق استعمال کریں۔



Surbex[®]

Zinc Fortified, Vitamin B-Complex
Vitamin E, C & Folic Acid

ایک گولی روزانہ



Abbott

Surbex[®]

Effective & Reliable
Zinc, Vitamin E, C, Folic Acid & B-Complex
30 Tablets

1. تمام دوائیں پھوس کی پہچ سے دور رکھیں۔ 2. طبیعت زیادہ مرطوب ہو تو ڈاکٹر سے رجوع کریں۔ 3. دوا کی استعمال سے پیشہ اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈسٹریبیوٹر (DRA) کو دیں۔ 4. دوا کو لیدل برقی کرنی باتاری کے مطابق استعمال کریں۔

Abbott

29/7/2023

Drug Regulatory Authority of Pakistan
Secretary
Advertisement Board
Islamabad



Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan

Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in <u>Billboard Ad. 1 mode(s) of Display Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.
Permission of Advertisement granted for (Name): <u>Surbex-Z Tablet</u> Registration / Enlistment No. <u>010972</u>
1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
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6. Approved advertisement specimen enclosed


Secretary
Advertisement Board
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)





Surbex[®] se Zindagi صحت مند

**Zinc 22.5mg,
Vitamin E, C,
Folic Acid &
B-Complex**



ایک گولی روزانہ

1. تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔
2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
3. دوا کے استعمال سے منفی اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (IDRAP) کو دیں۔
4. دوا کو لیبل پر دی گئی ہدایات کے مطابق استعمال کریں۔



Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan

Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in <u>Billboard Ad-2 mode(s) of Display Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.
Permission of Advertisement granted for (Name): <u>Surbex-Z Tablet</u> Registration / Enlistment No. <u>010972</u>
1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
3. The Advertisement Board may withdraw the approval granted or modify or alter the conditions subject to which the advertisement has been approved.
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Secretary
Advertisement Board
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)





Surbex®
Se Zindagi

صحت مند

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1. تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔
2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
3. دوا کے استعمال سے مضر اثرات کی صورت میں
اطلاع متعلقہ کمپنی اور ڈرپ (DRAP) کو دیں۔
4. دوا کو لیبل پر دی گئی ہدایات کے مطابق استعمال کریں۔

Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan



Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)
Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods

M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise Surbex-Z Tablet in Print Ad. 1 mode(s) of Display Media for a period of two years from the date of issuance unless earlier suspended or cancelled.

Permission of Advertisement granted for (Name): Surbex-Z Tablet
Registration / Enlistment No. 010972

1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
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- i. تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔
- ii. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
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6. Approved advertisement specimen enclosed


Secretary
Advertisement Board
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)





Surbex® se Zindagi صحت مند

**Zinc 22.5mg, Vitamin E, C,
Folic Acid & B-Complex**

1. تمام دولتی بچوں کی پہنچ میں دور رکھیں۔
2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
3. دوا کے استعمال سے پیشہ افراد کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
4. دوا کو لیبیل پر دی گئی ہدایات کے مطابق استعمال کریں۔



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[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan



Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)
Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in Print Ad. 2 mode(s) of <u>Display Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.
Permission of Advertisement granted for (Name): <u>Surbex-Z Tablet</u> Registration / Enlistment No. <u>010972</u>
1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
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Advertisement Board
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)





Surbex® se Zindagi صحت مند

**Zinc 22.5mg,
Vitamin E, C,
Folic Acid &
B-Complex**



ایک گولی روزانہ

1. تمام دولہاں بچوں کی پہنچ میں دور رکھیں۔
2. طبیعت (زائدہ طراب) ہو تو کمتر سے رجوع کریں۔
3. دوا کی استعمال میں ہمیشہ احتیاط کی صورت میں
اطلاع متعلقہ کمیٹی اور ڈریپ (IDRAP) کو دیں۔
4. دوا کو لیبل پر دی گئی ہدایات کے مطابق استعمال کریں۔



Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan

Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods	
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in Print Ad. 3 mode(s) of <u>Display Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.	
Permission of Advertisement granted for (Name): <u>Surbex-Z Tablet</u> Registration / Enlistment No. <u>010972</u>	
1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.	
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.	
3. The Advertisement Board may withdraw the approval granted or modify or alter the conditions subject to which the advertisement has been approved.	
4. This approval is valid for a period of two years only, from the date of issuance of this approval.	
5. The Reference No of the advertisement and following additional cautionary statements should also be printed in prominent font size and if aired should be clearly communicated/perceived or understood.	
.i تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔ .ii طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔ .iii دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔	
6. Approved advertisement specimen enclosed	


Secretary
Advertisement Board
(Signatures)
(Stamp)



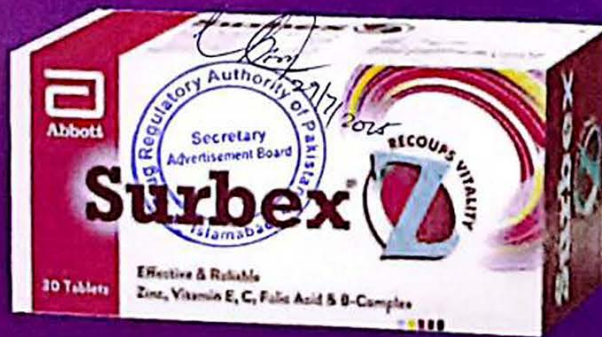

Chairman
Advertisement Board
(Signatures)
(Stamp)





Surbex® Se Zindagi صحت مند

**Zinc 22.5mg, Vitamin E, C,
Folic Acid & B-Complex**



ایک گولی روزانہ

1. تمام دولتی بچوں کی پہلج سے دور رکھیں۔
2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
3. دوا کے استعمال سے منفی اثرات کی صورت میں
اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
4. دوا کو بیل پر دی گئی ہدایات کے مطابق استعمال کریں۔



Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan

Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in Print Ad. 4 mode(s) of <u>Display Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.
Permission of Advertisement granted for (Name): <u>Surbex-Z Tablet</u> Registration / Enlistment No. <u>010972</u>
1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
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6. Approved advertisement specimen enclosed


Secretary
Advertisement Board
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)



Surbex® Se Zindagi صحت مند

**Zinc 22.5mg, Vitamin E, C,
Folic Acid & B-Complex**



ایک گولی روزانہ



1. تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔ 2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔ 3. دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔ 4. دوا کو لیبل پر دی گئی ہدایات کے مطابق استعمال کریں۔





Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan

Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods	
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in <u>Pharmacy Branding Ad. 1</u> mode(s) of <u>Display Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.	
Permission of Advertisement granted for (Name): <u>Surbex-Z Tablet</u> Registration / Enlistment No. <u>010972</u>	
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Secretary
Advertisement Board
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)



Display Media

Pharmacy Branding 1

Abbott

Surbex[®]

Se Zindagi

صحت مند

**Zinc 22.5mg, Vitamin E, C,
Folic Acid & B-Complex**

1. تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔
2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
3. دوا کے استعمال سے مندرجہ اثرات کی صورت میں
اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
4. دوا کو لیبل پر دی گئی ہدایات کے مطابق استعمال کریں۔



Form – II

[See rule 3(5)]

Government of Pakistan
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Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

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Approval for Advertisement of Therapeutic Goods	
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in <u>Pharmacy Branding Ad. 2</u> mode(s) of <u>Display Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.	
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**Zinc 22.5mg, Vitamin E, C,
Folic Acid & B-Complex**

1. تمام دوہائیں بچوں کی پہلچ سے دور رکھیں۔
2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
3. دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
4. دوا کو لیبل پر دی گئی ہدایات کے مطابق استعمال کریں۔



[Signature]
21/7/2024

Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan



Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)
Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in <u>Pharmacy Branding Ad. 3</u> mode(s) of <u>Display Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.
Permission of Advertisement granted for (Name): <u>Surbex-Z Tablet</u> Registration / Enlistment No. <u>010972</u>
1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
3. The Advertisement Board may withdraw the approval granted or modify or alter the conditions subject to which the advertisement has been approved.
4. This approval is valid for a period of two years only, from the date of issuance of this approval.
5. The Reference No of the advertisement and following additional cautionary statements should also be printed in prominent font size and if aired should be clearly communicated/perceived or understood. .i تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔ .ii طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔ .iii دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
6. Approved advertisement specimen enclosed


Secretary
Advertisement Board
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)





Surbex® se Zindagi صحت مند

**Zinc 22.5mg, Vitamin E, C,
Folic Acid & B-Complex**



ایک گولی روزانہ

1. تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔
2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
3. دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
4. دوا کو لیبل پر دی گئی ہدایات کے مطابق استعمال کریں۔





Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan

Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in <u>Poster Ad. 1 mode(s) of Display Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.
Permission of Advertisement granted for (Name): <u>Surbex-Z Tablet</u> Registration / Enlistment No. <u>010972</u>
1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
3. The Advertisement Board may withdraw the approval granted or modify or alter the conditions subject to which the advertisement has been approved.
4. This approval is valid for a period of two years only, from the date of issuance of this approval.
5. The Reference No of the advertisement and following additional cautionary statements should also be printed in prominent font size and if aired should be clearly communicated/perceived or understood. .i تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔ .ii طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔ .iii دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
6. Approved advertisement specimen enclosed


Secretary
Advertisement Board
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)





Surbex® se Zindagi

صحت مند

Zinc 22.5mg, Vitamin E, C,
Folic Acid & B-Complex



ایک گولی روزانہ

1. تمام دواؤں بچوں کی پہنچ سے دور رکھیں۔
2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
3. دوا کے استعمال سے مضر اثرات کی صورت میں
اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
4. دوا کو لیبل پر دی گئی ہدایات کے مطابق استعمال کریں۔



Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan

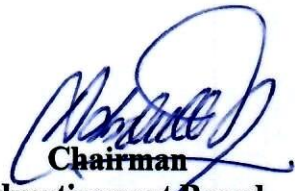
Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in Poster Ad. 2 mode(s) of <u>Display Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.
Permission of Advertisement granted for (Name): <u>Surbex-Z Tablet</u> Registration / Enlistment No. <u>010972</u>
1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
3. The Advertisement Board may withdraw the approval granted or modify or alter the conditions subject to which the advertisement has been approved.
4. This approval is valid for a period of two years only, from the date of issuance of this approval.
5. The Reference No of the advertisement and following additional cautionary statements should also be printed in prominent font size and if aired should be clearly communicated/perceived or understood. .iv تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔ .v طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔ .vi دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
6. Approved advertisement specimen enclosed


Secretary
Advertisement Board
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)





Surbex® Se Zindagi صحت مند

**Zinc 22.5mg, Vitamin E, C,
Folic Acid & B-Complex**



ایک گولی روزانہ

1. تمام دوائیں بچوں کی پہلچ سے دور رکھیں۔
2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
3. دوا کے استعمال سے مضر اثرات کی صورت میں
اطلاق متعلقہ کمپنی اور ڈریپ (DRAPI) کو دیں۔
4. دوا کو لیبل پر دی گئی ہدایات کے مطابق استعمال کریں۔

Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan



Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in Counter Top Ad. 1 mode(s) of <u>Display Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.
Permission of Advertisement granted for (Name): <u>Surbex-Z Tablet</u> Registration / Enlistment No. <u>010972</u>
1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
3. The Advertisement Board may withdraw the approval granted or modify or alter the conditions subject to which the advertisement has been approved.
4. This approval is valid for a period of two years only, from the date of issuance of this approval.
5. The Reference No of the advertisement and following additional cautionary statements should also be printed in prominent font size and if aired should be clearly communicated/perceived or understood. .i تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔ .ii طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔ .iii دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
6. Approved advertisement specimen enclosed


Secretary
Advertisement Board
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)



Counter Top

Surbex Z

Acrylic Product Holder (12 Pcs.)



Surbex® Se Zindagi

صحت مند

Zinc 22.5mg, Vitamin E, C, Folic Acid & B-Complex



ایک گولی روزانہ

1. تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔
2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
3. دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
4. دوا کو لیبل پر دی گئی ہدایات کے مطابق استعمال کریں۔



27.8 cm



صحت مند Surbex® Se Zindagi

Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan



Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in Print Ad. mode of <u>Display Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.
Permission of Advertisement granted for (Name): <u>Surbex-Z Tablet</u> Registration / Enlistment No. <u>010972</u>
1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
3. The Advertisement Board may withdraw the approval granted or modify or alter the conditions subject to which the advertisement has been approved.
4. This approval is valid for a period of two years only, from the date of issuance of this approval.
5. The Reference No of the advertisement and following additional cautionary statements should also be printed in prominent font size and if aired should be clearly communicated/perceived or understood. .i تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔ .ii طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔ .iii دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
6. Approved advertisement specimen enclosed


Secretary
Advertisement Board
(Signatures)
(Stamp)

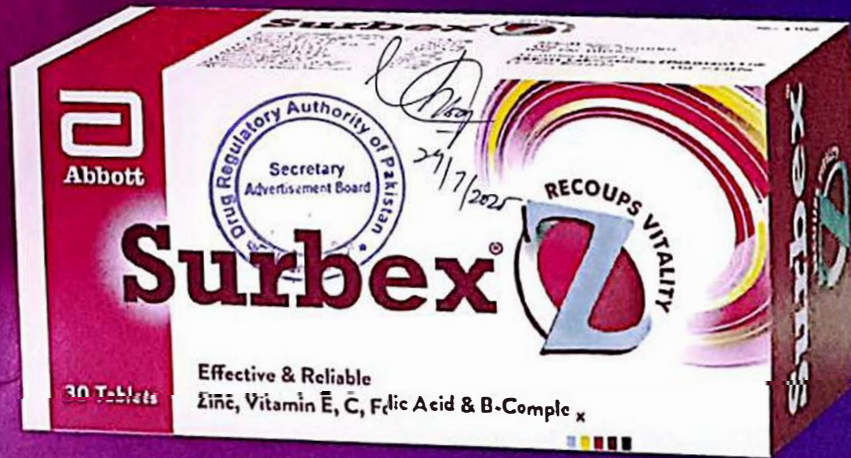



Chairman
Advertisement Board
(Signatures)
(Stamp)



Surbex® Se Zindagi صحت مند

Zinc 22.5mg, Vitamin E, C,
Folic Acid & B-Complex



ایک گولی روزانہ

1. نظامِ دوائیوں میں کئی بیماریاں سے دور رکھیں۔
2. طبیعت زراعت خراب ہو تو آنکھ سے وجہ کریں۔
3. دواؤں کے استعمال سے متصر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
4. دواؤں کو بیک وقت دینی گئی ہدایات کے مطابق استعمال کریں۔

Abbott

Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan



Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods

M M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise Surbex-Z Tablet in Mobile Ad. mode(s) of Digital Media for a period of two years from the date of issuance unless earlier suspended or cancelled.

Permission of Advertisement granted for (Name): Surbex-Z Tablet
Registration / Enlistment No. 010972

1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
3. The Advertisement Board may withdraw the approval granted or modify or alter the conditions subject to which the advertisement has been approved.
4. This approval is valid for a period of two years only, from the date of issuance of this approval.
5. The Reference No of the advertisement and following additional cautionary statements should also be printed in prominent font size and if aired should be clearly communicated/perceived or understood.

i. تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔

ii. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔

iii. دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔

6. Approved advertisement specimen enclosed


Secretary

Advertisement Board
(Signatures)
(Stamp)




Chairman

Advertisement Board
(Signatures)
(Stamp)



Digital Media

Mobile Ad

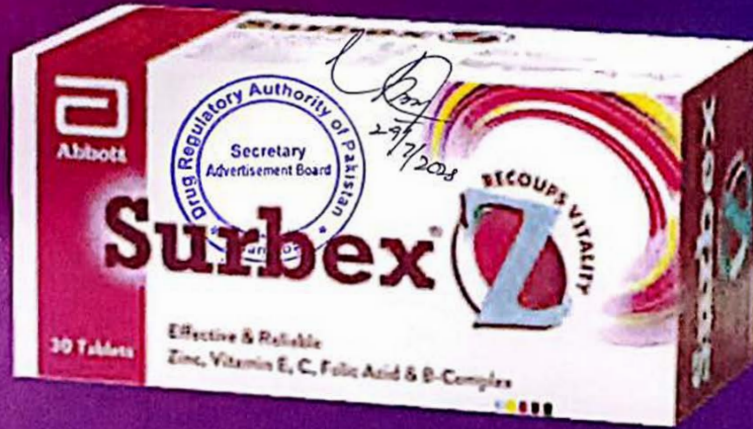
Width: 182 x Height: 340 Pixels

 Abbott

Surbex 
Zinc Fortified, Vitamin B-Complex
Vitamin E, C & Folic Acid

Surbex® Se Zindagi صحت مند

**Zinc 22.5mg, Vitamin E, C,
Folic Acid & B-Complex**



ایک گولی روزانہ

1. تمام دوائیں بچوں کی پہلچ سے دور رکھیں۔
2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
3. دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
4. دوا کو لیبل پر دی گئی ہدایات کے مطابق استعمال کریں۔

Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan



Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)
Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods	
M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise <u>Surbex-Z Tablet</u> in <u>Digital Banner Ad</u> mode of <u>Digital Media</u> for a period of two years from the date of issuance unless earlier suspended or cancelled.	
Permission of Advertisement granted for (Name): <u>Surbex-Z Tablet</u> Registration / Enlistment No. <u>010972</u>	
1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.	
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.	
3. The Advertisement Board may withdraw the approval granted or modify or alter the conditions subject to which the advertisement has been approved.	
4. This approval is valid for a period of two years only, from the date of issuance of this approval.	
5. The Reference No of the advertisement and following additional cautionary statements should also be printed in prominent font size and if aired should be clearly communicated/perceived or understood.	
.i تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔ .ii طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔ .iii دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔	
6. Approved advertisement specimen enclosed	


Secretary
Advertisement Board
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)



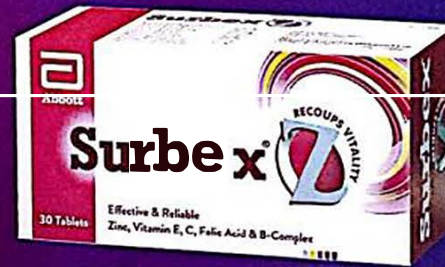
Digital Media (Digital Banner Ad.)

Digital Banner App Width: 1650 x Height: 375 Pixels

 Abbott

Surbex[®] se Zindagi
صحت مند

Zinc 22.5mg, Vitamin E, C, Folic Acid & B-Complex



Surbex[®]
Zinc Fortified, Vitamin B-Complex
Vitamin E, C & Folic Acid

ایک گولی روزانہ

1. تمام دواؤں کی پیروی میں دور رکھیں۔ 2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔ 3. دوا کے استعمال سے عسر و نراش کی صورت میں علاج منقطع کریں اور ڈیپ (DAP) کو دہرہ 4 دوا کو قبل پر دی گئی ہدایات کے مطابق استعمال کریں۔


29/7/2021


Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan



Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 29th July, 2025

Approval for Advertisement of Therapeutic Goods

M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise Surbex-Z Tablet in Digital Desktop Ad mode(s) of Digital Media for a period of two years from the date of issuance unless earlier suspended or cancelled.

Permission of Advertisement granted for (Name): Surbex-Z Tablet
Registration / ~~Enlistment~~ No. 010972

1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
3. The Advertisement Board may withdraw the approval granted or modify or alter the conditions subject to which the advertisement has been approved.
4. This approval is valid for a period of two years only, from the date of issuance of this approval.
5. The Reference No of the advertisement and following additional cautionary statements should also be printed in prominent font size and if aired should be clearly communicated/perceived or understood.

i. تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔

ii. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔

iii. دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔

6. Approved advertisement specimen enclosed

Secretary
Advertisement Board
(Signatures)
(Stamp)



Chairman
Advertisement Board
(Signatures)
(Stamp)



Display Media (Desktop Ad.)

Desktop Ad

App: w: 1300 Pixels x h: 150 Pixels

29/7/2017

Secretary
Advertisement Board
D.R. Regulatory Authority of Pakistan
Islamabad