Disinfectants, pandemic, and regulation: Anvisa's role amid advertising risks and consumer exposure

Saneantes, pandemia e regulação: a atuação da Anvisa diante dos riscos da propaganda e do consumo

Desinfectantes, pandemia y regulación: el papel de Anvisa frente a los riesgos de la publicidad y el consumo

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REVISA

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RESUMO

Objetivo: Compreender o impacto da propaganda e da comercialização de produtos saneantes regulados pela Anvisa durante a pandemia de COVID-19, destacando os efeitos do uso inadequado desses produtos na saúde humana e a importância da regulação sanitária. **Método:** Revisão bibliográfica narrativa, de abordagem qualitativa e descritiva, realizada com base em artigos científicos e documentos institucionais publicados entre 2014 e 2023, utilizando fontes como SciELO, Fiocruz e o portal da Agência Nacional de Vigilância Sanitária (Anvisa). **Resultados:** Observou-se aumento expressivo no uso e na publicidade de desinfetantes e produtos de limpeza, acompanhados de casos de propaganda enganosa e comercialização irregular, o que evidenciou o papel central da Anvisa nas ações de fiscalização, recolhimento e suspensão de produtos sem comprovação de eficácia. Também foram identificados riscos associados à exposição excessiva a compostos químicos e à falta de informação adequada ao consumidor. **Conclusões:** A regulação sanitária e a fiscalização da propaganda são essenciais para proteger a saúde pública e o meio ambiente, sendo necessário fortalecer as ações de vigilância e a comunicação responsável para equilibrar a eficácia no controle viral com a segurança humana e ecológica.

Descritores: Anvisa; COVID-19; Saneantes; Publicidade; Regulação sanitária.

ABSTRACT

Objective: To understand the impact of advertising and commercialization of disinfectant products regulated by Anvisa during the COVID-19 pandemic, emphasizing the health risks of improper use and the importance of sanitary regulation. **Method:** Narrative literature review with a qualitative and descriptive approach, based on scientific articles and institutional documents published between 2014 and 2023, using sources such as SciELO, Fiocruz, and the Brazilian Health Regulatory Agency (Anvisa). **Results:** A significant increase in the use and advertisement of disinfectants and cleaning products was observed, along with cases of misleading advertising and irregular commercialization, highlighting Anvisa's central role in inspection, recall, and suspension of products without proven efficacy. Risks related to excessive exposure to chemical compounds and lack of adequate consumer information were also identified. **Conclusions:** Sanitary regulation and the supervision of product advertising are essential to protect public health and the environment, requiring stronger surveillance actions and responsible communication to balance viral control efficacy with human and ecological safety.

Keywords: Sanitary Surveillance; COVID-19; Disinfectants; advertising; Health Regulation

RESUMEN

Objetivo: Analizar el impacto de la publicidad y comercialización de productos desinfectantes regulados por Anvisa durante la pandemia de COVID-19, destacando los riesgos del uso inadecuado y la importancia de la regulación sanitaria. **Método:** Revisión bibliográfica narrativa, con enfoque cualitativo y descriptivo, basada en artículos científicos y documentos institucionales publicados entre 2014 y 2023, utilizando fuentes como SciELO, Fiocruz y el portal de la Agencia Nacional de Vigilancia Sanitaria (Anvisa). **Resultados:** Se observó un aumento significativo en el uso y la promoción de desinfectantes y productos de limpieza, junto con casos de publicidad engañosa y comercialización irregular, lo que evidenció el papel central de Anvisa en las acciones de control, retiro y suspensión de productos sin evidencia de eficacia. También se identificaron riesgos asociados a la exposición excesiva a compuestos químicos y a la falta de información adecuada al consumidor. **Conclusiones:** La regulación sanitaria y la supervisión de la publicidad son fundamentales para proteger la salud pública y el medio ambiente, siendo necesario fortalecer la vigilancia y la comunicación responsable para equilibrar la eficacia en el control viral con la seguridad humana y ecológica.

Descriptores: Vigilancia Sanitaria; Anvisa. COVID-19; Desinfectantes Publicidad; Regulación

REVIEW

Introduction

Health Surveillance (VISA) is part of the field of Public Health. Historically, it is the oldest structure within Public Health and currently represents its most complex dimension.[1] It encompasses an intricate relationship among Economics, Politics, Law, and Health, involving interdisciplinary and interinstitutional activities. As a generator of health practices, its scope of action includes the prevention and control of risks, as well as the protection and promotion of health.

The contribution of Health Surveillance can be examined from the following perspectives: a) Health Surveillance aims to protect the means of existence; b) it constitutes an instance of society that, together with other services, integrates the set of actions inherent to the production of conditions and specific institutional and social frameworks necessary for society's material activities; c) its actions are the exclusive responsibility of the State, although its matters fall under public competence.

As a health service, VISA develops a set of strategic actions within the Health System, with the purpose of regulating, from a health perspective, activities related to the production and consumption of health goods and services, as well as their processes and environments, whether in the private or public sphere. It is a component of the Unified Health System (SUS) and part of the integration of healthcare, as well as a strategic component for several sectors of the manufacturing industry: the organization of medical and industrial centers, services, hygiene and cleaning products, food products, and more.

Rules have been established for conducting activities related to these factors, with the aim of protecting the health of individuals and communities. To operate in the field of health protection, health surveillance personnel, in addition to having specific knowledge related to their area, must base their actions on the principles of public administration and sanitary legislation to ensure the correct execution of the procedures required for sanitary regulation.[2]

During the pandemic, the use of chemical products such as disinfectants and cleaning agents became widely adopted as a preventive measure to reduce the spread of the SARS-CoV-2 virus.

However, it is essential to understand the effects of these products on human health, as excessive or improper exposure may result in negative outcomes such as toxicity, irritation, or allergies in certain individuals. Identifying the impacts of these chemical products on health is necessary to ensure individual safety. This involves evaluating the active ingredients present in disinfectants and cleaning agents, as well as establishing clear guidelines for their proper use. With this in mind, health professionals and regulatory agencies such as Anvisa can provide accurate guidance to the population.

Moreover, identifying the health impacts of chemical products also enables the development of safer and more sustainable alternatives. Continued research in this field supports the formulation of cleaning products and disinfectants that are effective against the virus while presenting lower potential risks to human health.

When considering the main impacts of chemical products on health during the pandemic and their role in COVID-19 control, it is crucial to balance the effectiveness in reducing viral spread with individuals' safety and well-

being. This requires a comprehensive approach that evaluates both the benefits and the risks associated with their use, aiming at protecting public health.

The Covid-19 pandemic has brought unprecedented awareness of the importance of individual and collective health. In this context, advertising information plays a crucial role in disseminating knowledge and promoting products that may have a positive impact on health during this crisis. Advertising can also disseminate information about vaccines, emphasizing the importance of immunization for both individual and collective health.

Advertising information may also be used to combat misinformation and myths related to health during the pandemic. Given the rapid spread of inaccurate information through social media and other channels, it is essential that advertisements be grounded in solid scientific evidence.

It is important to highlight that advertising information must be transparent and ethical. Advertisements must provide clear and accurate information about products, their characteristics and benefits, as well as any limitations or relevant precautions. Additionally, advertising of health-related products must comply with regulations and guidelines established by public health authorities to ensure the safety and effectiveness of the products being promoted.

In this sense, the objective of this study was to understand and identify the main impacts of chemical products and their effects on human health from the perspective of advertising and Anvisa's regulations regarding advertising practices and sanitizing products during the Covid-19 pandemic, focusing on the evaluation of sanitizers' effectiveness in reducing viral load and the advertising of this regulated product.

Method

This is a narrative literature review, with analysis of studies and articles published between 2014 and 2023 on the topic of sanitary surveillance of sanitizing agents and the COVID-19 pandemic.

The research was conducted using data from various publicly accessible sources, such as the National Health Surveillance Agency (Anvisa) portal, the SciELO platform, and the Oswaldo Cruz Foundation (Fiocruz) database. The chosen period covered ten years, from 2014 to 2023, in view of the challenges related to the adequate selection of sanitizing agents and their advertising under existing legislation, particularly with regard to the COVID-19 pandemic.

The methodological approach employed was qualitative inquiry. Therefore, this bibliographic review was descriptive and qualitative, aiming to gain a better understanding of the general and specific objectives, as well as to discuss health surveillance issues related to the use and advertising of sanitizing products.

The article was not submitted to an ethics committee due to the scope and nature of the research.

Results and Discussion

Living in society can expose individuals and communities to various health risks. This occurs because a wide range of human behaviors can constitute or contribute to the occurrence of diseases and health hazards, especially within the social interactions that characterize modern societies. A health risk may arise from individual practices—such as neglecting household hygiene—as well as from complex actions, such as conducting research with human embryos without proper safeguards. Likewise, falsifying medications poses a threat to public health, just as a pharmaceutical company marketing products whose therapeutic efficacy has not been adequately demonstrated does.[3]

In this context, the World Health Organization (WHO)[4] recognizes health as one of the fundamental human rights. In Brazil, this right is established in Article 6 of the Federal Constitution and is guaranteed as a right of all and a duty of the State—understood broadly as the Public Authority—according to Article 196. To fulfill this mandate, the WHO emphasizes the importance of broad cooperation among societies and nations. Furthermore, the Alma-Ata Declaration (1978)[5] underscores health as a social objective whose realization depends not only on health services but also on the involvement of multiple sectors, including the economic and social spheres.

The right to health does not belong solely to individuals; it also pertains to specific groups and the broader society, aligning with the concept of public health. This fundamental right imposes obligations not only on public authorities but also on private entities, requiring actions that promote the protection, prevention, and advancement of health. Such measures must take into account social determinants and externalities—that is, the effects that the actions or omissions of an individual or group may have on the health of others. Ultimately, the realization of the right to health requires intersectoral measures that transcend strictly legal boundaries and involve various fields of knowledge.[6]

The year 2020 marked a global experience of sanitary, social, economic, and political crisis, exacerbating social inequalities and revealing limitations in the management of environmental emergencies. This scenario highlighted the need for both individual and collective responsibility, as well as the importance of a global strategic plan adaptable to different situations.[7]

To understand the shared responsibility related to the spread of the COVID-19 pandemic, it is first necessary to examine the management of this health emergency.

In mid-2020, an outbreak of a new coronavirus disease (2019-nCoV) emerged in Wuhan, China, and quickly spread to twenty-six (26) countries around the world.[8] Coronaviruses comprise a large family of viruses that infect animals and humans, causing illnesses ranging from the common cold to more severe infections, such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV).[9]

Regarding transmission, some experiments have found that the SARS-CoV-2 virus can remain viable for hours to days on a variety of surfaces.[10–11] Kampf and colleagues[10] reported that human coronaviruses can survive at room temperature for up to nine days. This period may reach twenty-eight (28)

days for veterinary coronaviruses, and remarkably, coronavirus survival becomes shorter with an increase in temperature to 30°C or higher.

Another route of SARS-CoV-2 spread appears to be the interaction of hands with surfaces contaminated by infectious droplets, which may facilitate the dissemination of COVID-19 when these droplets reach the lips, nose, or eyes.[12]

The development of potential therapies and vaccines for COVID-19 has been one of the primary focuses of global research. Given the relative inefficiency of various techniques used to prevent viral growth, the absence of targeted therapies, and the rising number of cases, disinfection has emerged as an accessible and essential tool to limit the spread of COVID-19 and directly combat SARS-CoV-2. Thus, to prevent transmission and successive waves of COVID-19 infection, it is necessary, on the one hand, to disinfect environments such as offices, healthcare facilities, public transportation, markets, restaurants, and auditoriums—taking into account viral presence, persistence, stability, viability, and environmental influences on viral survival. On the other hand, cleaning, sanitization, disinfection, and other forms of mitigating the destructive impacts of the pandemic must be adapted and developed over time based on their negative effects on the environment and human health.[13]

This concern for the environment aligns with the principle of sanitary safety and with various forms of pollution.[3,14] Environmental pollution can lead to additional health problems, ranging from respiratory disease exacerbations to waterborne epidemic diseases. In the Brazilian Constitution, Article 225 establishes that health and the environment are interconnected themes, guaranteeing "[...] the right to an ecologically balanced environment, a common good of the people and essential to a healthy quality of life".[15]

Anvisa is the regulatory body responsible for overseeing the production and commercialization of these products and services, including control of ports, airports, and border areas. Additionally, the agency is responsible for implementing and enforcing the oversight, monitoring, and regulation of the advertising and promotion of health-related products, including disinfectants.[16]

Within its regulatory attributions, the Agency's Collegiate Board published Resolution RDC Anvisa 59/2010,[17] which defined disinfectant products ("saneantes") as substances or preparations intended for application on objects, fabrics, inanimate surfaces, and environments, for the purposes of cleaning and related functions, disinfection, disinfestation, sanitization, deodorization, and odorization, as well as for disinfecting water for human consumption, horticultural products, and swimming pools.

SARS-CoV-2 is susceptible to a wide variety of disinfectants.[18–19] In this context, regular disinfection of public places and high-traffic retail settings, indoor areas, and hospitals using chlorine-based disinfectants (CBDs) is the most widely adopted approach. Wastewater treatment facilities (WWTPs) have been advised to intensify their disinfection routines.[20] The increased use of CBDs has been recommended because enveloped viruses, such as SARS-CoV-2, are generally vulnerable to rapid inactivation by chlorine-based compounds.[21] As a result, many countries have adopted large-scale disinfection of public areas using liquid chemical products. Sodium hypochlorite (bleach), calcium hypochlorite (bleaching powder), sodium dichloroisocyanurate (NaDCC), chloramine, and chlorine dioxide are the most commonly used CBDs to reduce

SARS-CoV-2 transmission. These strategies have led to a monumental increase in sales of these disinfectant agents.[22]

The effectiveness of CBDs against coronaviruses is well documented in the scientific literature.[23–25] However, once sprayed on streets and public areas, these compounds may enter sewage systems or stormwater drains as surface runoff, eventually leading to severe contamination of surface waters. An increase in residual chlorine levels of up to 0.4 mg/L was observed in lakes in Wuhan during the early months of COVID-19, confirming the transport of CBDs into surface waters.[26] After discharge into the aquatic environment, most CBDs release free chlorine, which reacts with natural organic matter (NOM) to form potentially harmful organochlorine compounds known as disinfection by-products (DBPs). Depending on the type of natural organic matter (NOM), inorganic constituents, and other physicochemical characteristics such as pH and temperature, several classes of DBPs may form, including trihalomethanes (THMs), haloacetic acids (HAAs), haloacetonitriles (HANs), haloketones (HKs), and trihalophenols (THPs). The vast majority of these compounds act as potential human carcinogens and mutagens and are frequently associated with rectal and colon cancer, as well as reproductive and developmental disorders.[27] Furthermore, DBPs can infiltrate underlying soils and groundwater over time, resulting in far-reaching impacts on ecosystems and human health. Although the use of CBDs may offer a sense of reassurance to populations in the fight against COVID-19, their harmful environmental effects remain unclear.

Additionally, with the increasing spread of the coronavirus and the search for something effective, many people used chemical products improperly, making it necessary for the Ministry of Health to issue a Technical Note warning about the dangers of inappropriate use of chlorine dioxide (ClO_2).[28]

Chlorine dioxide is a flammable and reactive substance used as a disinfectant and bleaching agent, but it can also cause eye, nose, and throat irritation, coughing, bronchitis, and pulmonary edema if inhaled; irritation of the mouth, esophagus, or stomach if ingested; and severe skin burns and eye injuries upon contact. The *U.S. Food and Drug Administration* (FDA) issued a warning advising people not to purchase or ingest chlorine dioxide products sold *online* as medical treatments for COVID-19, as they pose significant health risks and lack scientific evidence of safety or efficacy. In turn, Brazil's Anvisa has prohibited the manufacture, distribution, marketing, and use of "medications" made with chlorine dioxide since June 2018. The use of chlorine dioxide can present immediate and long-term risks, especially for children, and is primarily intended for use in cleaning products.[29]

The issue of choosing a sanitizing agent involves not only selecting the most appropriate type, but also ensuring that the product is duly regulated. For this reason, Anvisa issued a public notice on its website urging the population to purchase only regulated products for combating COVID-19. According to the Agency, the most appropriate choices were sanitizing agents classified as "Bleach" ("Água Sanitária") and "General-Use Disinfectant." The Agency created a spreadsheet containing all regulated products,[30] and emphasized that, to achieve the desired results, it is essential to follow the instructions on the product label regarding proper use, precautions, and required equipment for application. Lastly, it advised the public to report clandestine products through a dedicated form.[31]

Consumer behavior, practices, and attitudes also underwent substantial changes during lockdown and throughout the pandemic. While the pandemic posed challenges, it also presented opportunities, as the social, personal, and professional lives of consumers shifted. These changes were categorized as the "COVID-19 generation" by Zwanka and Buff.[32] The researchers reported that, following the outbreak of the pandemic, consumers became more concerned with health, safety, and price awareness. Financial planning and the pursuit of safety became key drivers in decision-making.

In the context of the pandemic, supply chains were disrupted, and consumers began to prefer locally produced goods.[33] Additionally, remote work and "work from anywhere" models were adopted. Consequently, these changes in the social, personal, and professional spheres of consumers have had profound impacts on the advertising industry. Advertisers needed to adapt quickly and determine messaging strategies that would reflect the "new normal" of the post-pandemic world.[34]

Advertising is a powerful tool that can significantly influence purchasing decisions and human behavior. For this reason, it is important that regulations exist to ensure the truthfulness of disseminated information and to protect consumers from misleading or manipulative practices.[35]

During the COVID-19 pandemic, the issue of advertising cleaning products that claimed to be effective against the virus gained even greater relevance. Many companies took advantage of the demand for hygiene products to promote items that, according to them, were capable of killing the virus and preventing infection.[36]

However, caution is required with such claims, as they are often exaggerated or even false. It is important to remember that there is no miracle product that guarantees protection against COVID-19, and that the preventive measures recommended by health authorities are far more effective. In addition, excessive or improper use of cleaning products may cause health problems such as allergies and irritations.[37]

Therefore, it is essential that advertising regulations be strictly enforced, especially in the case of cleaning products that claim to act against COVID-19. Companies must be responsible for providing accurate information based on scientific evidence, and regulatory agencies must monitor and penalize those that engage in irregular practices.

In summary, the creation and enforcement of advertising standards are essential to ensure the transparency and reliability of disseminated information, protecting consumers and promoting a healthier and fairer society.

Regarding the advertising and commercialization of products intended for sanitization (reduction of environmental microbiota) and disinfection (elimination of pathogenic microorganisms), by June 2020—at the height of the pandemic—Anvisa had already issued seventy-seven (77) cancellations of cleaning products that year. According to the regulatory body, these cases involved products that claimed to have disinfectant action but lacked the mandatory registration for such purpose.[38]

In another consultation of detailed regulatory records, it was found that, in 2020, Anvisa identified 128 sanitizing products as irregular for various reasons.[39]

An important case that resulted in judicialization is described in TECHNICAL NOTE No. 60/2020/CGCTSA/DPDC/SENACON/MJ,[40]

involving a complaint filed by UNILEVER BRASIL LTDA. against QUÍMICA AMPARO LTDA. According to the complainant, on April 11, 2020, it became aware of advertising aired by QUÍMICA AMPARO for its TIXAN-YPÊ laundry detergent on the TV Globo program "É de Casa," during which the host stated: "You see, people, coronavirus is no joke! (...) in addition to leaving your clothes clean, TIXAN YPÊ FIGHTS AND KILLS THE VIRUS, promoting the hygiene and sanitization of your clothes" (emphasis added). However, at that time, TIXAN-YPÊ, like other products on the market (e.g., OMO and Ariel), was a Risk-1 sanitizing product—intended for general cleaning—without any specific proven benefit. According to Anvisa regulations, in order for a supplier to advertise sanitizing products with antimicrobial claims (including viral claims), laboratory studies conducted by facilities in the Brazilian Network of Analytical Health Laboratories (REBLAS) were required. The TIXAN YPÊ product had no such studies nor any authorization from the Agency, and therefore had no antimicrobial properties whatsoever, including viral elimination. Consequently, the company lacked any technical data or studies to support its advertising claims (art. 36, sole paragraph of the Consumer Defense Code in conjunction with item 5.4 of RDC 14/2007);[41]

In light of this, the Consumer Protection and Defense Department[42] proposed issuing a precautionary decision requiring the supplier to immediately suspend the commercialization of the products Lava Roupas Pó Tixan Ypê – maciez (blue packaging) and Lava Roupas Pó Tixan Ypê – primavera (pink packaging) containing references to viral images or messages implying elimination or destruction of viruses. A fine (astreintes) of R$100.00 per product sold at retail would apply after the fifth day following the publication of the decision. And, furthermore, suppliers who offer the aforementioned products to consumers in their establishments may be held jointly liable with the Respondent if, having knowledge of the terms of this decision, they fail to take the necessary steps to remove the referenced products."

Regarding this case, RESOLUTION-RE No. 1,892, OF JUNE 10, 2020, MS/ANVISA, was issued, in which the General Manager of Sanitary Inspection and Oversight authorized the adoption of the following preventive measures: "Recall, Suspension – Commercialization, Distribution, Manufacturing, Advertising of the Product – (Batch): TIXAN YPÊ LAUNDRY DETERGENT (BATCHES FROM 05/04/2020); Product Type: Sanitizing Agents, File No. 1824098/20-4. The sanitary authority justified the measure by reporting that the labeling had been modified on 05/04/2020 because the packaging contained instructions and images implying sanitizing action that were not compatible with the category of Risk 1 sanitizing products, in violation of Anvisa Resolution RDC No. 59 of December 17, 2010 (Article 16, item III), since antimicrobial activity requires mandatory registration and proof of efficacy. herefore, it was necessary to recall all product batches manufactured as of 05/04/2020 that contained the claims: 'Protect yourself, this is the best attitude. Learn more: Viruses can infect human cells. A virus is composed of an outer fatty layer. The function of laundry detergent is to remove dirt and grease. The molecules of the laundry detergent act on the virus. The laundry detergent destroys the fatty layer, eliminating the virus."

In response to the proceeding, QUÍMICA AMPARO LTDA released the Tixan Statement, in which it reported that it had been carrying out the recall of

specific batches of packaging of Tixan powdered laundry detergent, produced exclusively between May 15, 2020 and June 11, 2020. It concluded by stating that "[...] Tixan powdered laundry detergent has already had its registration regularized with Anvisa to be marketed as a sanitizing product (risk level 2), after its efficacy in combating the novel Coronavirus (responsible for COVID-19) was confirmed through technical and specialized reports." However, it is noteworthy that the company did not provide the registration number in the statement. Nevertheless, the product registration is valid: LAVA ROUPAS PÓ TIXAN YPÊ MACIEZ, with the Therapeutic Class "SANITIZER FOR FABRICS AND CLOTHING," Registration No. 304670046 and Process No. 25351.477193/2020-96, valid until 11/03/2030.

The commercialization and advertising of products that fulfill their sanitary purpose—that is, products that are effective (fulfill their purpose) and safe (cause the least possible harm to health and the environment)—is of fundamental importance in managing any sanitary issue the population may encounter. In the context of a pandemic, safeguarding these pillars for products and services of sanitary relevance becomes even more critical. Pandemics generate fear and anxiety, and clear, truthful information presented in language accessible to the general public reduces the chances of underestimating or overestimating risk. It is precisely the distortion of the concepts of risk and harm that fuels uncertainty and heightens anxiety.

Final Considerations

With the emergence of the novel coronavirus pandemic, Anvisa gained prominence for granting authorization for clinical studies and for approving new vaccines and medicines aimed at mitigating the impacts of COVID-19. However, its role extends far beyond this. Sanitary Surveillance oversees the production and circulation of any goods, as well as the regulation of services that directly or indirectly relate to health. Within this scope, in addition to vaccines and medicines, there are other health-related products, foods, and—central to this study—sanitizing products.

The surveillance of sanitizing products involves monitoring, analyzing, and investigating adverse events caused by the use of such products, including disinfectants, cleaning agents, and pesticides, with the aim of identifying situations in which actions must be taken to minimize risks. It concerns the suspicion of any alteration or anomaly in a product or establishment that may harm the health of individuals or the population.

Products available for sale that have not undergone the Agency's evaluation are considered clandestine. Every product approved by Anvisa is listed in its database, which is accessible on the Agency's homepage. Additionally, the product label must provide information regarding its regulatory status, such as the registration or notification number, the company name, its CNPJ, Anvisa Operating Authorization, address, instructions for use, and safety precautions. These are the main characteristics of a compliant product, which must not contain false information or details that may lead to improper use.

Moreover, Anvisa monitors the information and advertisements of regulated products disseminated through magazines, newspapers, posters, folders, pamphlets, *outdoor media, banners*, store windows, as well as TV and

radio advertisements, including social media, in accordance with Article 68 of Law No. 6,360/76. Any citizen may report advertisements or promotions of regulated products that present irregularities in their information.

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