



Enforcement action summary (Improvement notice)

Pharmacy trading name: PharmacyOnline.co.uk

Pharmacy address:

Unit 1 Devon Place,
St Andrews Industrial Estate,
Glasgow
G41 1RD

Premises registration number:

9011378

Enforcement action taken:

Issuing of an improvement notice - (Article 13 of the Pharmacy Order 2010)

Effective date:

18/08/2026

Premises standards failed:

1.4 and 2.6

Summary:

The Advertising Standards Authority (ASA) notified the GPhC that it had issued two rulings about failures to comply with requirements relating to the advertising and promotion of medicines involving Express Healthcare Limited (trading as PharmacyOnline.co.uk). The cases were referred to the Committees of Advertising Practice (CAP) Compliance Team following concerns about the pharmacy's response to the rulings. The pharmacy has not sufficiently engaged with the ASA and CAP Compliance Team and has failed to respond to outstanding compliance enquiries.

At the pharmacy's last inspection in January 2026, the pharmacy was issued with an Improvement Action Plan as it offered discount codes for prescription-only medicines which was inconsistent with MHRA guidance and the CAP Code.

Despite these previous regulatory interventions, the pharmacy has continued to publish advertising that promoted prescription-only medicines and unlicensed medicines to members of the public. This demonstrates inadequate governance arrangements and a continued failure to ensure compliance with relevant legal and regulatory requirements relating to the advertising and promotion of medicines.

The GPhC is taking this action because it is concerned that the pharmacy has repeatedly failed to comply with requirements relating to the advertising of medicines and has not adequately engaged with the relevant regulatory bodies. The pharmacy must take effective action to ensure its advertising and promotional activities comply with applicable legal and professional requirements and do not undermine public confidence in pharmacy services.

Improvements required:

1. The pharmacy must ensure that all current and future online content relating to the pharmacy (including but not limited to, the pharmacy's website, meta-ads, google searches and social media posts) comply with relevant legal and regulatory requirements including medicines legislation, the CAP Code, MHRA guidance and GPhC standards
2. The pharmacy must respond to all outstanding enquiries from the ASA and engage with the CAP compliance team as requested for outstanding compliance cases.

Deadline for compliance:

15/09/2026

Outcome:

Ongoing