



MALAYSIAN OPTICAL COUNCIL
MEDICAL PRACTICE DIVISION
MINISTRY OF HEALTH MALAYSIA

**GUIDELINES FOR ONLINE SALE OF OPTICAL APPLIANCES
AND CONTACT LENSES**

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1. INTRODUCTION

Malaysian Optical Council (MOC) is mandated to carry out its activities and govern its registered practitioner in a manner that protects and serves the public interest. The goal of these Guidelines is to maintain appropriate standards of professional competence and ethical conduct by registered practitioners of the Malaysian Optical Council. Optician and Optometrist are defined as registered practitioners with the MOC.

Guidelines are meant to provide guidance and direction as to the scope of services that registered practitioners are authorized to provide and the manner in which those services are provided. It is incumbent upon each practitioner to exercise professional judgement when determining the current and future needs of each individual patient.

Guidelines are in constant evolution to reflect advances in optometric and medical science, development of innovative technology and updates to legislative scopes of practice.

2. OBJECTIVE

These guidelines are intended to explain the basic requirements and necessary regulations complied by optometry practitioners in Malaysia to conduct sales of optical appliances and contact lenses online to ensure the safety and visual health of the public is preserved.

3. SCOPE

These guidelines apply to all types of optical appliances and contact lens businesses online.

4. TERMINOLOGY

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| 4.1. Optical appliances | An appliance designed to control the entry of light into the eye is intended to correct, restore or alleviate refractive abnormalities as well as visual defects. |
| 4.2. Contact lens | Is a lens -shaped medical device mounted directly on the surface of the cornea and/or the conjunctiva of the eye. It is used for a purpose |

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| | refractive error correction, cosmetic, therapeutic, artificial intelligence or to correct, restore and alleviate any abnormalities refractive as well as visual defects. |
| 4.3. Business | Businesses registered with the Companies Commission of Malaysia (SSM). |
| 4.4. Online Business | Selling activities of optical appliance and contact lens online. |
| 4.5. Optometry practitioners | An optician or optometrist registered with the Malaysian Optical Council (MOC). |
| 4.6. Registered optician with contact lens permit | An optician registered under section 18 and section 30 of the Optical Act 1991. |
| 4.7. Registered optometrist | An optometrist registered under section 19 of the Optical Act 1991. |

5. REQUIREMENTS

Only Registered Optometry Practitioners either self-employed or under an optical company can conduct the sale of optical appliances and contact lenses online. However as such, this activity is subject to the following conditions:

5.1 Website Requirements

- (a) Used local domain (.my) as well as local hosting and server only.
- (b) Owned by a business premise that has a **Registered Optometrist and a Registered Optician who has a contact lens permit** and the business has been **registered with SSM**.
- (c) The display of sales of optical appliances and contact lenses shall be in a **specific page (page) for optical appliances and contact lenses only**. If there are other products other than optical device and contact lens products, they should be displayed on a separate page.
- (d) Display only contact lenses registered with the Medical Device Authority (MDA), Ministry of Health Malaysia only.
- (e) Display the following information on the website:
 - i. Name and business registration number.
 - ii. Full name and address of the premises (not a PO Box address)
 - iii. Contact phone number and email address.

- iv. Name and MOC registration number of the optometry practitioner in charge of managing the website.
 - v. Product registration number from MDA.
 - vi. Statement '**Please seek the advice of a medical practitioner or optometrist registered if experiencing persistent symptoms or side effects**'.
- (f) Assign the customer to **confirm the conditions** presented in the *pop-up* column **before they proceed with the purchase** (as follows):

Has had a comprehensive eye examination with a registered optometry practitioner before making a purchase of optical appliances (example: glasses) and contact lenses.

- (g) There is a button / key to upload a prescription for an optical appliance or contact lens.
- (h) Maintain the website to ensure the security of the website.

5.2 Sales Requirements for Optical Appliance and Contact Lens

- (a) Sell optical appliance and contact lens registered with the Medical Device Authority (MDA), Ministry of Health Malaysia only.
- (b) **Retail sales activity only.**
- (c) For **top-up purchases only.**
- (d) The Practitioner must ensure that the customer has a **Comprehensive Inspection Record** (refractive examination) at **physical premises.**
- (e) Sales only to customers with valid prescriptions. **A valid prescription** is a prescription issued by a registered optometrist or a registered optician with contact lens permit. This prescription is valid **within the SIX (6) MONTHS** after issuance.
- (f) The practitioner shall ensure that the quality and effectiveness of the product is not affected during the delivery process to the buyer.

5.3 Terms and Conditions

- (a) The business must be registered with the Companies Commission of Malaysia (SSM).
- (b) The business has a **PHYSICAL PREMISES** and must be located in Malaysia.
- (c) Storage of optical appliance and contact lens should adhere to proper storage methods as stated on the product label.
- (d) Websites are **NOT ALLOWED** to have links to social media such as blogs, Facebook, Twitter, WhatsApp and others.

- (e) Sales through **social media** are **PROHIBITED**.
- (f) Advertising of optical appliance and contact lens on the website must comply with:
 - i. Medicines (Advertising and Sale) Act 1956
 - ii. Guidelines or policies issued by the Drug Advertising Board
 - iii. Medical Devices Act 2012.
 - iv. Communications and Multimedia Act 1998
 - v. Malaysian Communications and Multimedia Content Code
- (g) The Website is operated only by registered optometry practitioners.
- (h) The sale of optical appliance and contact lenses on e-commerce platforms is **NOT PERMITTED**.

6. DISCLAIMER

- (a) The requirements to be complied with in these guidelines do not exclude websites from such provisions of other laws in force in Malaysia.
- (b) These Guidelines are **subject to amendment from time to time.**

7. REFERENCES

- (a) Optical Act 1991 and the Optical Regulations 1994
- (b) Medical Devices Act 2012
- (c) Medical Devices (Declaration) Order 2017
- (d) Medicines (Advertisement & Sale) Act 1956 and its Regulations
- (e) Guidelines for the Advertising of Medicines to the Public.
- (f) Communications and Multimedia Act 1998
- (g) Malaysian Communications and Multimedia Content Code