



CCI's Meta Ads Consultants Accredited as Expert in Pharmaceuticals and Medical Devices Act

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TOKYO, JAPAN, February 28, 2025 -- CARTA COMMUNICATIONS Inc. (Headquarters: Minato-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., is pleased to announce that three of its Meta Ads consultants have been accredited as a certified administrator of Pharmaceuticals and Medical Devices (PMD) Act.

The PMD Act administrator status is a private certification awarded by LLP YAKUJIHOU-YUSHIKISHAKAIGI (an incorporated panel of experts on the PMD Act), confirming that the holder has legal knowledge necessary for healthcare business practices encompassing health foods, wellness equipment, cosmetics, e-commerce pharmaceuticals, etc.



A consultant with the qualification can better help ad-op teams with creative review and compliance audit to ensure that their operations are fully compliant with the Pharmaceuticals and Medical Devices Act. The goal is to facilitate effective ad operations in the healthcare category while minimizing the risk of violating the PMD Act.

CCI is ramping up support for Meta Ads operations specifically in the healthcare category. With our newly certified consultants with deep knowledge of the PMD Act, our team is now able to provide more specialized support.



Additionally, CCI offers Agency Concierge, an agency support service initially developed and launched with Meta for Meta Ads. Our agency concierge team dedicated to Meta platforms will come to the rescue, when account suspension and other problems arise, by swiftly investigating the causes and taking recovery measures in collaboration with a dedicated account manager from Meta Ads.

This two-pronged approach combining PMD Act specialists and Agency Concierge services will ensure that our clients accounts are secure and their ad delivery reliable.

Related links:

Yakujihou-Yushikishakaigi and PMD Act admin certification: <https://ydc-edu.com/license-y/>

CCI Agency Concierge: <https://www.cci.co.jp/news/19418/>

CCI remains committed to providing high quality and value added services to help our clients maximize their marketing ROI.

Contact: PR Office, CARTA COMMUNICATIONS Inc.

Inquiry form is available at <https://www.cci.co.jp/en/contact/>