

## INFORMATION SHEET

# Producing TVCs for Therapeutic Goods or Devices

The following points need to be considered when producing a television commercial promoting the sale of Therapeutic Goods or Devices:

### Therapeutic Goods

- Commercials for prescription medicines are not permitted under the Therapeutic Goods Act.
- Commercials for non-prescription medicines must comply with the Therapeutic Goods Advertising Code (Code), the Therapeutic Goods Act and Regulations. A copy of the Code is available [www.tga.gov.com.au](http://www.tga.gov.com.au)
- Scripts of commercials for therapeutic goods must be pre-cleared by the Australian Self-Medication Industry (ASMI) prior to being submitted to CAD or stations. The ASMI pre-clearance process incurs a fee for service. Refer <http://www.asmi.com.au/advertising>
- Scripts of commercials for retailers of therapeutic goods are not required to be pre-cleared by the ASMI provided no therapeutic claims are made in either voiceover, vision or on product packaging.

### Therapeutic Devices

- Commercials for therapeutic devices must comply with the Therapeutic Goods Advertising Code, the Therapeutic Goods Act and Regulations. The script does not need to be pre-cleared by the ASMI prior to being submitted to CAD or stations; however, at least two weeks should be allowed for classification by CAD for first time advertisers.
- Advertisers of therapeutic devices will need to provide a copy of the Listing Certificate for the device, issued by the Therapeutic Goods Administration (TGA) along with the TGA approved intended purpose for the device. Substantiation for any claims and written statements in support of testimonials will also need to be provided.
- Advertisers of therapeutic treatments should also note that a commercial for a treatment may also be a commercial for a therapeutic device if the device is shown in the commercial and/or claims about its use are made.

If advertisers are uncertain whether their product is a therapeutic good or device or whether certain claims are therapeutic, enquiries can be made with the Therapeutic Goods Administration via the following contact details:

Email: [tga.advertising@tga.gov.au](mailto:tga.advertising@tga.gov.au) or

Phone: 1800 020 653

For further information please contact CAD on 02 8968 7200 or email us at [cad@freetv.com.au](mailto:cad@freetv.com.au)