

INFORMATION SHEET

Producing TVCs for Therapeutic Goods or Devices

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

Therapeutic Goods

- Advertisements for prescription medicines are not permitted under the Therapeutic Goods Act.
- Advertisements for non-prescription medicines must comply with the Therapeutic Goods Advertising Code, the Therapeutic Goods Act and Regulations. A copy of the Code is available from CAD or can be downloaded from www.tgacc.com.au
- Scripts of advertisements 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/industry/Approval-of-Advertisements.aspx>

Therapeutic Devices

- Advertisements 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 and evidence of compliance with the Therapeutic Goods Advertising Code, Act and Regulations. 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 an advertisement for a treatment may also be an advertisement for a therapeutic device if the device is shown in the advertisement and/or claims about its use are made.

For further information please contact CAD on 02 8968 7200 or email us at cad@freetv.com.au