

INFORMATION SHEET

Producing TVCs for Weight Loss Products or Services

The following points need to be considered when producing a television commercial promoting Weight Loss products or services:

- When preparing commercials for weight loss which include a reference to an aid to weight loss which is a therapeutic good e.g. appetite suppressant or fat metaboliser etc, the script must be pre-cleared by the ASMI prior to being submitted to CAD or to stations – refer Producing a TVC for Therapeutic Goods information sheet for further guidance.
- Commercials for weight loss which feature testimonials will need to be supported by the following documentation:
 - a) a signed release by the individual making the testimonial, granting permission for publication; and
 - b) such a release should be current and contain a statement asserting the accuracy or truth of the testimonial. The currency of a testimonial will be assessed in the context of the claims made and the product or service advertised, and should reflect typical cases only.

Advertisers should note there is a voluntary code covering commercials for weight loss, adopted by the weight management industry for their members. This Code may provide useful guidance for first time advertisers. A copy of the Code may be obtained from CAD or from the Weight Management Code Administration Council of Australia at www.weightcouncil.org

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