

INFORMATION SHEET

Producing TVCs for Weight Loss Products or Services

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

- When preparing advertisements for weight loss which include a reference to an aid to weight loss which is a therapeutic good eg 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.
- Advertisements 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 advertisements 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