

Additional information

This form has been prepared to assist in the process of applying for the approval of advertisements in “specified media” to which Division 2 of Part 2 of the Therapeutic Goods Regulations applies.

Section 3 of the Therapeutic Goods Advertising Code (“the Code”) provides that applications for approval of therapeutic goods appearing in “specified media” must be approved by the appropriate Advertising Services Manager for compliance with the Code.

Submission Types

New – a completely new advertisement.

Re-approval – re-approval of an identical advertisement whose approval number has expired.

Minor change - typographical error, changed sponsor contact details or a change in the address/location from where the advertised goods are available

Variation - cut down of an existing advertisement. A variation does not allow for the addition of any new matter, including new claims.

For **Schedule of Fees**, please see - <<http://www.tga.gov.au/docs/html/feesach.htm>>

“**Specified media**” means mainstream print media (magazines or newspapers), broadcast media, cinematograph films and displays about goods (including posters):

- in shopping malls (except inside individual shops); and
- in or on public transport; and
- on billboards.

Please send applications for approval of advertisements to the appropriate Advertising Services Manager:

Applications for advertisements for complementary medicines appearing in “specified media” (except broadcast media):

Advertising Services

Tel: (02) 9542 5860

Complementary Healthcare Council

Fax: (02) 6260 4122

PO Box 104, DEAKIN WEST ACT 2600

advertising@chc.org.au

Applications for advertisements for OTC products appearing in all specified media and for complementary medicines appearing in broadcast media:

Advertising Services

Tel. (02) 9955 7205

Australian Self-Medication Industry

Fax: (02) 9957 6204

PO Box 764, NORTH SYDNEY NSW 2059

ASMIadvertising@asmi.com.au

Please note:

1. Substantiation of all claims must be provided upon request.
2. The relevant Advertising Services Manager may request substantiation of claims (in line with levels of evidence) that the sponsor is required to hold at the time of registration or listing.
3. Notwithstanding the above, further substantiation may also be requested.
4. A claim / indication entered on the ARTG will not automatically be approved as an advertising claim.
5. Advertisements should not be booked for publication prior to approval being granted and an approval number being allocated to the advertisement, or before entry of the product onto the ARTG.

Applications for the approval of an advertisement must comply with the relevant provisions of the therapeutic goods legislation including the *Therapeutic Goods Act 1989*, the Therapeutic Goods Regulations and the Code. Copies of the Code are located on the Therapeutic Goods Advertising Code Council website: <<http://www.tgacc.com.au>> and the ComLaw website: <<http://www.comlaw.gov.au>>

This form has been approved under Therapeutic Goods Regulation 5F by:

Craig A Davies

Delegate of the Secretary to the Department of Health and Ageing; and

Director

Advertising and Export Section

Office of Non-Prescription Medicines

Therapeutic Goods Administration

13 April 2010

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