

NOTICE OF FILING

Details of Filing

Document Lodged:	Concise Statement
Court of Filing	FEDERAL COURT OF AUSTRALIA (FCA)
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File Number:	VID302/2024
File Title:	SECRETARY OF DEPARTMENT OF HEALTH AND AGED CARE v MONTU GROUP PTY LTD & ORS
Registry:	VICTORIA REGISTRY - FEDERAL COURT OF AUSTRALIA



A handwritten signature in blue ink, reading "Sia Lagos".

Registrar

Important Information

This Notice has been inserted as the first page of the document which has been accepted for electronic filing. It is now taken to be part of that document for the purposes of the proceeding in the Court and contains important information for all parties to that proceeding. It must be included in the document served on each of those parties.

The date of the filing of the document is determined pursuant to the Court's Rules.

Concise Statement

No. VID



Federal Court of Australia
District Registry: Victoria
Division: General

SECRETARY OF THE DEPARTMENT OF HEALTH AND AGED CARE

Applicant

MONTU GROUP PTY LTD (ACN 634 198 360) and others named in the Schedule

Respondents

IMPORTANT FACTS GIVING RISE TO THE CLAIM

The Parties

- 1 The First Respondent (**Montu**) is and was at all relevant times a licenced importer of medical cannabis products to Australia and is the parent company of a group of companies that are collectively involved in the prescribing and distribution of medical cannabis products within Australia.
- 2 The Second Respondent (**Alternaleaf**) is and has since about 23 April 2021 been a wholly owned subsidiary of Montu and an operator of an “online medical cannabis clinic”.
- 3 The Third Respondent (**Mr Strauch**) is and was at all relevant times the sole director of Alternaleaf and one of two directors of Montu.

The Websites, Social Media Accounts and light projection

- 4 From at least 21 October 2020 to the date of this Concise Statement (**Relevant Period**):
 - a. Montu was the registrant of the domain name “alternaleaf.com.au” which navigated to a website located at the Universal Resource Locator (**URL**) <https://www.alternaleaf.com.au/> (**Alternaleaf Website**); and
 - b. Mr Strauch was the registered contact for the Alternaleaf Website.
- 5 From at least 21 October 2020 to about 22 April 2021 Montu:
 - c. used the Alternaleaf Website to operate an online platform (**Alternaleaf Platform**) through which:
 - i. a person could book a “telehealth” appointment with a nurse, followed by an appointment with a doctor with experience in prescribing medical cannabis, for the purpose of seeking a prescription for medical cannabis;
 - ii. the person would be charged a fee for the appointment with a doctor, but would be reimbursed the fee if the doctor did not prescribe medical cannabis for the person; and
 - iii. if the doctor prescribed medical cannabis for the person, the person could then place an order for medical cannabis products for delivery to their nominated address;
 - d. managed an “Alternaleaf” Facebook page located at the URL <https://www.facebook.com/Alternaleaf>, and used that page to promote the Alternaleaf Platform (**Alternaleaf Facebook Account**).
- 6 Since about 23 April 2021, Alternaleaf has:

Filed on behalf of (name & role of party)	Secretary of the Department for Health and Aged Care, Applicant
Prepared by (name of person/lawyer)	Kateena O’Gorman SC and Lara O’Rorke of counsel
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- a. operated or, in the alternative, managed the Alternaleaf Website and the Alternaleaf Platform; and
 - b. managed the Alternaleaf Facebook Account and, further or alternatively, used the Alternaleaf Facebook Account to promote the Alternaleaf Platform.
- 7 Since at least 21 October 2020, Mr Strauch controlled, or influenced, or was in a position to influence, the content of the Alternaleaf Website, the Alternaleaf Platform and the Alternaleaf Facebook Account.
 - 8 Since about October 2021 Alternaleaf has managed an “Alternaleaf” Instagram page located at the URL <https://www.instagram.com/alternaleaf/> (**Alternaleaf Instagram Account**) and used that page to promote the Alternaleaf Platform.
 - 9 Since about October 2021, Mr Strauch controlled, or influenced, or was in a position to influence, the content of the Instagram Account.
 - 10 Since at least October 2021, Alternaleaf has managed an “Alternaleaf” Twitter/X page located at the URL <https://www.twitter.com/alternaleaf/> (**Alternaleaf Twitter/X Account**) and used that page to promote the Alternaleaf Platform.
 - 11 Since about October 2021, Mr Strauch controlled, or influenced, or was in a position to influence, the content of the Alternaleaf Twitter/X Account.
 - 12 From 21 February 2023 to 7 March 2023:
 - a. Montu was the registrant of the domain name “medicalcannabisawarenessweek” which navigated to a website located at the URL <https://www.medicalcannabisawarenessweek.com.au> (**MCAW Website**);
 - b. Montu published the MCAW Website; and
 - c. Mr Strauch controlled, or influenced, or was in a position to influence, the content of the MCAW Website.
 - 13 On 21 February 2024, Alternaleaf caused a light projection to be displayed at the Pitt Street and Campbell Street intersection in Haymarket, Sydney (**Alternaleaf Projection**).

The Advertisements: ss 42DLB(1)(a) and 42DMA(1)(a)

- 14 During the period from at least 17 January 2022 to at least 5 April 2024:
 - a. the Alternaleaf Platform; and
 - b. the Alternaleaf Facebook Account, the Alternaleaf Instagram Account and the Alternaleaf Twitter/X Account (together, the **Social Media Accounts**),
 publicly displayed a number of statements that “advertise[d]” medical cannabis products within the meaning of ss 3(1), 42DLB(1)(a) and 42DMA(1)(a) of the *Therapeutic Goods Act 1989* (Cth) (**Act**) (**Alternaleaf Advertisements**).
- 15 The Alternaleaf Projection publicly displayed a statement that “advertise[d]” medical cannabis products within the meaning of ss 3(1) and 42DLB(1)(a) of the Act.
- 16 The Alternaleaf Advertisements, and the Alternaleaf Projection, are set out in **Annexure A**.
- 17 From 21 February 2023 to on or around 7 March 2023 the MCAW Website publicly displayed a number of statements that “advertise[d]” medical cannabis products within the meaning of ss 3(1), 42DLB(1)(a) and 42DMA(1)(a) of the Act (**MCAW Advertisements**). The MCAW Advertisements are set out in **Annexure B**.
- 18 The medical cannabis products advertised in the Alternaleaf Advertisements, Alternaleaf Projection and MCAW Advertisements (the **advertised cannabis products**) are, and were at all relevant times, “therapeutic goods” within the meaning of 3(1) of the Act. This is because each of the advertised cannabis products were represented to be, or were likely to be taken to be, for alleviating a disease, ailment, defect or injury in persons, or influencing, inhibiting or modifying a physiological process in persons, each being a “therapeutic use” within the meaning of s 3(1) of the Act.

- 19 By reason of the matters set out in paragraphs 2 and 4(a), 5-6, 8, 10, 12(a)-(b), 14 and 18 above, Montu “advertise[d]” and, further or alternatively, “caused the advertising” of the advertised cannabis products within the meaning of ss 42DLB(1)(a) and 42DMA(1)(a) of the Act.
- 20 By reason of the matters set out in paragraphs 2-3, 4(b), 5-12, 14 and 17-18 above, Mr Strauch “caused the advertising” of the advertised cannabis products within the meaning of ss 42DLB(1)(a) and 42DMA(1)(a) of the Act.
- 21 By reason of the matters set out in paragraphs 6, 8, 10, 13-15 and 18 above, Alternaleaf “advertise[d]” and, further or alternatively, “caused the advertising” of the advertised cannabis products within the meaning of ss 42DLB(1)(a) and 42DMA(1)(a) of the Act.

Prohibited Representations: s 42DLB(2)

- 22 The Alternaleaf Advertisements and MCAW Advertisements set out in **Annexure C** contained a representation about medical cannabis regarding the treatment of mental illness, being a representation referred to in Part 1 of Schedule 2 to the *Therapeutic Goods Regulations 1990* (Cth) (the **Regulations**), item 10, column 2.
- 23 Pursuant to reg 6B of the Regulations, the items in column 2 of Part 1 of Schedule 2 to the Regulations specify “prohibited representations” for the purposes of s 42DJ(1) of the Act. Each representation referred to in paragraph 22 above is a “prohibited representation” within the meaning of s 42DJ(1) of the Act and, therefore, for the purposes of s 42DLB(2) of the Act (**Prohibited Representations**).
- 24 No permission under s 42DK of the Act was, or is, in force in relation to the Prohibited Representations. Thus, s 42DLB(2) of the Act applies (for the purposes of s 42DLB(1)(b) of the Act) to the Alternaleaf Advertisements and MCAW Advertisements that contain the Prohibited Representations, and the making of those advertisements contravened s 42DLB(1) of the Act.

Restricted Representations: s 42DLB(4)

- 25 The Alternaleaf Advertisements and MCAW Advertisements set out in **Annexure D** contained a representation which is a “restricted representation” for the purposes of s 42DLB(4) of the Act (**Restricted Representations**).
- 26 Each is a “restricted representation” because it is a representation about medical cannabis that refers to a form of a disease, condition, ailment or defect (not including pregnancy) that is medically accepted to require diagnosis or treatment or supervision by a health practitioner who is suitably qualified, and thus is a “serious form” of that disease, condition, ailment or defect for the purposes of s 28 of the *Therapeutic Goods Advertising Code* in force under s 42BAA of the Act (**Code**).
- 27 No approval under s 42DF of the Act or permission under s 42DK of the Act was or is in force in relation to the Restricted Representations. Thus, s 42DLB(4) of the Act applies (for the purposes of s 42DLB(1)(b) of the Act) to the Alternaleaf Advertisements and MCAW Advertisements that contain the Restricted Representations, and the making of those advertisements contravened s 42DLB(1) of the Act.

Statements suggesting medical cannabis has been recommended or approved by government agencies: s 42DLB(6)

- 28 The Alternaleaf Advertisements set out in **Annexure E** contained statements suggesting or implying that medical cannabis has been approved or recommended by or on behalf of the Therapeutic Goods Administration (**TGA**), being a government authority (**Government Endorsement Statements**). The Government Endorsement Statements are not statements about the availability of medical cannabis as a pharmaceutical benefit, were not authorised or required by a government or government authority, and were not prescribed by the Regulations. Thus, s 42DLB(6) of the Act applies (for the purposes of s 42DLB(1)(b) of the Act) to the Alternaleaf Advertisements that contain the Government Endorsement Statements, and the making of those advertisements contravened s 42DLB(1) of the Act.

Advertisements referring to substances included in the Poisons Standard: s 42DLB(7)

- 29 The Alternaleaf Projection, Alternaleaf Advertisements and MCAW Advertisements set out in **Annexures A and B** referred to “medical cannabis”, “medicinal cannabis”, “medical marijuana”,

“cannabidiol”, “cannabis”, “CBD oil”, “plant-based medicine” and “plant medicine”, which phrases refer to (inter alia) medical cannabis products that:

- a. can be lawfully prescribed by a doctor to a patient in Australia, and thus supplied in Australia for use in humans in accordance with the Act (specifically, under s 19 of the Act), and therefore are substances included in either:
 - i. the limb (d) definition of “cannabis” in Schedule 8 of the *Therapeutic Goods (Poisons Standard – February 2024) Instrument 2024 (Poisons Standard)* or the Poisons Standard that was current for the entire period in which the Alternaleaf Projection, Alternaleaf Advertisements and MCAW Advertisements were made; or
 - ii. the definition of “cannabidiol” in Schedule 4 of the Poisons Standard or the Poisons Standard that was current for the entire period in which the Alternaleaf Projection, Alternaleaf Advertisements and MCAW Advertisements were made.

These products are not excluded by the Schedule 8 definition of “cannabis” by reason of any of limbs (e) to (h) of that definition or the Schedule 4 definition of “cannabidiol” by reason of any of the limbs (c) to (d) of that definition; and

- b. were not, and are not, included in Appendix H of the Poisons Standard, or Appendix H of the Poisons Standard that was current for any part of the period in which the Alternaleaf Projection, Alternaleaf Advertisements and MCAW Advertisements were made.
- 30 The references were not and are not authorised or required by a government or government authority. Thus, s 42DLB(7) of the Act applies (for the purposes of s 42DLB(1)(b) of the Act) to the Alternaleaf Projection, Alternaleaf Advertisements and MCAW Advertisements, and the making of those advertisements contravened s 42DLB(1) of the Act.

Advertisements that did not comply with ss 9(1)(a), 9(1)(c) and (3)(f) of the Code

- 31 The Alternaleaf Advertisements and MCAW Advertisements set out in **Annexure F** are about medical cannabis and contained a statement that, expressly or by implication:
- a. represents medical cannabis to be safe, or without harm or side-effects;
 - b. represents medical cannabis to be infallible, unfailing, magical or miraculous; or
 - c. compares medical cannabis with other therapeutic goods, classes of therapeutic goods, or therapeutic services and such comparison suggests that the comparator goods or services are harmful or ineffectual.
- (together, the **Safe and Proper Use Statements**).

- 32 The Alternaleaf Advertisements and MCAW Advertisements that contain the Safe and Proper Use Statements did not comply with ss 9(1)(a), (b) and/or (c) and/or s 9(3)(f) of the Code, so that the making of those advertisements contravened s 42DMA(1) of the Act.

Advertisements that did not comply with s 11(3) of the Code

- 33 The Alternaleaf Advertisements set out in **Annexure G** are about medical cannabis and referred, expressly or by implication, to scientific or clinical research but did not identify the researcher, and/or the financial sponsor of the research (where that ought to have been known by Alternaleaf, Montu or Mr Strauch, relevantly) and/or the research by proper citation to enable consumers to access that research (**Scientific / Clinical Representations**).
- 34 The Alternaleaf Advertisements that contain the Scientific / Clinical Representations did not comply with s 11(3) of the Code, so that the making of those advertisements contravened s 42DMA(1) of the Act.

Advertisements that did not comply with s 24(4)(c) and 6(d) of the Code

- 35 The Alternaleaf Advertisements and MCAW Advertisements set out in **Annexure H** contain a testimonial or endorsement about medical cannabis given by a current or former “health practitioner” within the meaning of s 3(1) of the Act or a “health professional” within the meaning of s 4 of the Code (**Health Worker Testimonials & Endorsements**).

- 36 The Alternaleaf Advertisements and MCAW Advertisements that contain the Health Worker Testimonials & Endorsements did not comply with s 24(4)(c) and 24(6)(d) of the Code, so that the making of those advertisements contravened s 42DMA(1)(b) of the Act.

Communications between the TGA and Mr Strauch

- 37 Between 5 August 2020 and 14 June 2023 the TGA communicated with Mr Strauch in his capacity as a director and representative of Montu, in writing and orally, and informed Mr Strauch that the Alternaleaf Platform, Social Media Accounts and MCAW Website were or might be advertising medical cannabis as therapeutic goods in contravention of the Act. Mr Strauch responded to the TGA's communications on behalf of Montu and Alternaleaf.

RELIEF SOUGHT FROM THE COURT

- 38 The Secretary seeks the relief set out in the accompanying originating application (which includes an application for interlocutory relief) dated 16 April 2024.

PRIMARY GROUNDS FOR THE RELIEF SOUGHT

- 39 By reason of the matters set out in paragraphs 19 and 22-36 above, on each day that each Alternaleaf Advertisement and MCAW Advertisement was publicly displayed, Montu contravened ss 42DLB(1) and 42DMA(1) of the Act.
- 40 Further or alternatively to paragraph 39 above, by reason of the matters set out in 21 and 22-36 above, on each day that each Alternaleaf Advertisement was publicly displayed, Alternaleaf contravened ss 42DLB(1) and 42DMA(1) of the Act.
- 41 On the day of the Alternaleaf Projection, Alternaleaf contravened ss 42DLB(1) of the Act.
- 42 Further or alternatively to paragraph 39 above, by reason of the matters set out in paragraphs 2-3, 4(a)-(b) and 5-11 above, Montu aided, abetted, counselled or procured Alternaleaf's contraventions of ss 42DLB(1) and 42DMA(1) of the Act referred to in paragraph 40 above and, by reason of that conduct, contravened s 42YC(1) of the Act.
- 43 Further or alternatively to paragraphs 39 and 40 above, by reason of the matters set out in paragraphs 3, 4(b), 7, 9, 11 and 12(c) above, on each day that each Alternaleaf Advertisement and MCAW Advertisement was publicly displayed, Mr Strauch contravened ss 42DLB(1) and 42DMA(1) of the Act.
- 44 Alternatively to paragraph 43 above, by reason of the matters set out in paragraphs 3, 4(b), 7, and 9, 11 and 12(c) above, Mr Strauch, aided, abetted, counselled or procured Montu's and Alternaleaf's contraventions of ss 42DLB(1) and 42DMA(1) of the Act referred to in paragraphs 39 and 40 above and, by reason of that conduct, contravened s 42YC(1) of the Act.
- 45 By reason of Mr Strauch's position and activities as a director of Alternaleaf and Montu and the matters set out in paragraphs 3, 4(b), 7, 9, 11, 12(c) and 37 above, Mr Strauch was an executive officer of both Montu and Alternaleaf who knew that Montu's and Alternaleaf's ss 42DLB(1) and 42DMA(1) contraventions would occur, was in a position to influence the conduct of Montu and Alternaleaf in relation to the contraventions and failed to take all reasonable steps to prevent the contravention (which steps included directing Montu and Alternaleaf to cease advertising medical cannabis products in the way that contravened ss 42DLB(1) and 42 DMA(1)). By reason of the matters set out in this paragraph, Mr Strauch contravened s 54B(3) of the Act.

ALLEGED HARM SUFFERED

- 46 The promotion to consumers of medical cannabis products that are substances included in Schedule 4 and Schedule 8 of the Poisons Standard, but not included in Annexure H to the Poisons Standard, poses a risk to public health and safety in circumstances where:
- the safety, quality and efficacy of such medical cannabis products as a treatment for serious medical conditions has not yet been the subject of extensive research or clinical trials and, therefore, users may suffer adverse medical outcomes from their use;
 - there is a risk that consumers who use such medical cannabis products may cease, delay or avoid conventional treatments and thereby suffer adverse medical outcomes;

- c. such medical cannabis products can have acute and long-term adverse side effects, including an adverse effect on the metabolism and on the actions of other medicines, which can result in adverse medical outcomes;
 - d. use of such medical cannabis products may cause cannabis dependence, which may increase a consumer's quantity or frequency of purchase and use of cannabis, and thereby cause financial loss or the adverse outcomes referred to in sub-paragraphs (a) and (c) above;
 - e. the growth in the use of single-issue and/or single-medicine online prescribing models of care can result in fragmented healthcare which, in turn, may cause patients to suffer adverse medical outcomes due to inadequate transfers of information between treating practitioners and unclear treatment responsibilities;
 - f. the promotion may cause consumers to self-select such medical cannabis as a medical treatment and such self-selection may expose them to adverse outcomes, such as those referred to in sub-paragraphs (a)-(d) above, which outcomes might be avoided by a different treatment strategy selected in consultation with a prescribing doctor who is not employed by or affiliated with entities involved in the prescription and distribution of medical cannabis;
 - g. it may cause a consumer who uses cannabis as a recreational drug to readily obtain such medical cannabis products via the Alternaleaf Platform, which may increase a consumer's quantity or frequency of purchase and use of the products and, therefore, cause the adverse outcomes referred to in sub-paragraph (c) above.
- 47 The public is generally exposed to the risk of harm by the publication of information that:
- a. encourages a person to use or seek out medicinal cannabis products in preference to other medicines that have been prescribed by the person's medical or health practitioner, or would be prescribed by them, by making representations to the effect that such medicines are safe or have been approved or endorsed by a medical practitioner or government authority; or
 - b. uses references to scientific research to bolster the apparent credibility of therapeutic goods, without giving consumers sufficient information to allow them to evaluate the credibility of that research.
- 48 If the contravening advertising continues it may cause other entities and individuals who conduct business in the market of prescribing or enabling the prescription of medical cannabis to advertise medical cannabis in contravention of the Act, leading to the adverse outcomes referred to in paragraphs 46-47 above.

This concise statement was prepared by Kateena O'Gorman and Lara O'Rorke of counsel.

Certificate of lawyer

I, Howard Rapke, certify to the Court that, in relation to the Concise Statement filed on behalf of the Applicant, the factual and legal material available to me at present provides a proper basis for each allegation in the Concise Statement.

Date: 16 April 2024



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Signed by Howard Rapke

Schedule of Parties

Applicant: Secretary of the Department of Health and Aged Care

First Respondent: Montu Group Pty Ltd (ACN 634 198 360)

Second Respondent: Alternaleaf Pty Ltd (ACN 649 693 005)

Third Respondent: Christopher Lee Strauch

ANNEXURE A: PARTICULARS OF THE ALTERNALEAF ADVERTISEMENTS

No.	The advertisement	Location	Date(s) of the advertisement
Alternaleaf Website			
1.	The Home page for the Alternaleaf Website, which displayed the following statements: <ul style="list-style-type: none"> "Natural, plant alternatives for a better you." "Join thousands of Australians receiving medical cannabis care." "With a few questions, we assess your needs to determine if medical cannabis is right for you" "As Australia's leading plant medicine clinic, we are setting new standards of patient care" "Announcement: Initial consults now \$79" "At the new and permanent price of \$79, we provide the best value consultations of any medical cannabis clinic in Australia." "Alternaleaf. Truly the stuff of dreams – Toby T.S." 	https://www.alternaleaf.com.au	On at least 22 February 2023
2.	The Home page for the Alternaleaf Website, which displayed the following statements: <ul style="list-style-type: none"> "Plant medicine for a better you". "Alternaleaf is an online medical clinic providing plant medicine care to tens of thousands of Australians." "Australia's most trusted plant medicine clinic" "How it works: find out if you could benefit from plant medicine with our simple online process" "Low cost consultations" "At a flat \$39 for your initial consultation, Alternaleaf offers the best value plant medicine care in Australia – and if your Alternaleaf doctor decides plant medicine isn't the right option, you won't be charged." "A 5 Step Process for New Medical Cannabis Patients" 	https://www.alternaleaf.com.au	On at least 5 June 2023
3.	The Home page for the Alternaleaf Website, which displayed the following statements: <ul style="list-style-type: none"> "CANNAVERSE" "INITIAL CONSULTS ONLY \$79!" "Plant medicine for a better you. Alternaleaf is an online plant medicine clinic that has helped 100,000+ Australians start their journey to better health. Get started with a 30 second complimentary pre-screening questionnaire." "Australia's most trusted plant medicine clinic" "4.7 rating from 15,000+ Google reviews" "Alternaleaf connects you with expert doctors and nurses who specialise in plant-based medicine. Their goal is simple: to help you on your journey to better health." "Find out if you could benefit from plant medicine with our simple online process [followed by an infographic outlining the process, with the steps "Pre-screen", "Consultation", "Home delivery" and "Follow-up care"]" "Taylor C: [5 stars] 'Friend's recommendation after trying lots of treatments for my anxiety and depression. The process was way easy & received my products fast. Very happy with the service!'" "Let's talk leaf – Explore our Knowledge Hub to learn more about plant-based medicine": "Medical Cannabis & Dementia: What We Know" "Medical Cannabis & Depression: What We Know" 	https://www.alternaleaf.com.au	On at least 11 December 2023
4.	The Home page for the Alternaleaf Website, which displayed the following statements: <ul style="list-style-type: none"> "CANNAVERSE" "INITIAL CONSULTS ONLY \$79!" "Plant medicine for a better you. Alternaleaf is an online medical clinic providing plant medicine care to 100,000+ Australians. Get started with a 30-second pre-screening and see if plant medicine could be right for you." "Australia's most trusted plant medicine doctors" "Alternaleaf connects you with expert doctors and nurses who specialise in plant medicine. Our goal is simple: to help you on your journey to better health." "How it works [followed by an infographic outlining the process, with the steps "30 second Pre-screening", "Online doctors appointment", "Express delivery, Australia-wide" and "Patient portal and follow-up care"]" "Transparent and affordable pricing: At a flat \$79 for your initial consultation, Alternaleaf offers some of the best value plant medicine care in Australia." 	https://www.alternaleaf.com.au	On at least 22 December 2023

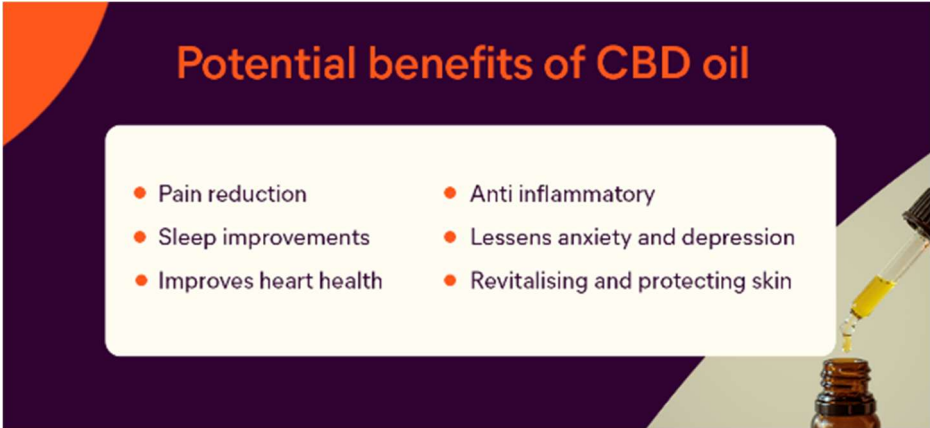
No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> “Initial consultation 30 minutes \$79 ONLY if your doctor decides plant medicine isn’t the right treatment, you won’t be charged.” “Alternaleaf is an Australian medical clinic with an exclusive focus on plant medicine. Our clinic connects patients with qualified nurses and Ahpra-registered doctors who are experienced with and able to prescribe plant medicine products for a wide variety of conditions.” “As Australia’s most trusted plant medicine clinic, Alternaleaf provides empathetic and comprehensive end-to-end medical care. Our experienced, independent doctors and nurses are all plant medicine specialists who can help you find the right treatment for your individual needs.” 		
5.	The Home page for the Alternaleaf Website, which displayed the following statements: <ul style="list-style-type: none"> “CANNAVERSE” “INITIAL CONSULTS ONLY \$79!” “Plant medicine for a better you” “Alternaleaf is an online medical clinic providing plant medicine care to 100,000+ Australians.” Get started with a 30-second pre-screening and see if plant medicine could be right for you.” “Australia’s most trusted plant medicine doctors” “Alternaleaf connects you with expert doctors and nurses who specialise in plant medicine. Our goal is simple. To help you on your journey to better health.” “Plant medicine has been prescribed for more than 140 conditions. Complete our complimentary 30-second pre-screening to see if you might be suitable.” “Express delivery, Australia wide” “If eligible, your plant medicine will be delivered directly to your door.” “At a flat \$79 for your initial consultation, Alternaleaf offers some of the best value plant medicine care in Australia.” “If your doctor decides plant medicine isn’t the right treatment, you won’t be charged.” “Alternaleaf is an Australian medical clinic with an exclusive focus on plant medicine. Our clinic connects patients with qualified nurses and AHPRA-registered doctors who are experienced with and able to prescribe plant medicine products for a wide variety of conditions.” “As Australia’s most trusted plant medicine clinic, Alternaleaf provides empathetic and comprehensive end-to-end medical care.” “Simply complete the 30-second pre-screening form to check if you might be eligible for plant medicine and then book an appointment.” “Doctors can prescribe plant medicine for any condition that has lasted for longer than 3 months, as long as the patient has tried other treatments and they either didn’t fully resolve the issue or caused unwanted side effects.” “In Australia, plant medicine is currently prescribed in two primary forms: as a dried flower and as an oil or concentrate...you can find more information on Cannaverse.” 	https://www.alternaleaf.com.au	On at least 8 January 2024
6.	The Home page for the Alternaleaf Website, which displayed the following statements: <ul style="list-style-type: none"> “CANNAVERSE” “Plant medicine for a better you” “Alternaleaf is an online medical clinic providing plant medicine care to 100,000+ Australians” “Legal access to plant medicine” “Australia’s leading online plant medicine clinic” “Alternaleaf connects you with expert doctors and nurses who specialise in plant medicine. Our goal is simple. To help you on your journey to better health” “Meet the plant medicine experts” “Plant medicine has been prescribed for more than 140 conditions. Our caring doctors often talk to people experience issues with...” and, below that statement, the words ‘Stress’, “mental Health”, “Pain Management” and “Sleep” “If eligible, your plant medicine will be delivered directly to your door” “Re-order medication and book follow-up appointments using our online portal” “At a flat \$79 for your initial consultation, Alternaleaf offers some of the best value plant medicine care in Australia” “Initial consultation 30 minutes total \$79* ... *If your doctor decides plant medicine isn’t the right treatment, you’ll receive a full refund” “Australia’s most trusted plant medicine clinic” “Alternaleaf is an Australian medical clinic with an exclusive focus on plant medicine. Our clinic connects patients with qualified nurses and Ahpra-registered doctors who are experienced with and able to prescribe plant medicine products for a wide variety of conditions” “Alternaleaf offers concession patients 10% off all consultations and medicine costs – as well as access to an exclusive concession range that costs 44% less than comparable products” 	https://www.alternaleaf.com.au	On at least 19 February 2024
7.	The FAQ page for the Alternaleaf Website, which displayed the following statements: <ul style="list-style-type: none"> “Medical Cannabis” “Orders and Shipping” 	https://www.alternaleaf.com.au/faq	On at least 22 February 2023

No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> “We are a leading Australian online clinic, connecting you with qualified doctors who are highly experienced in medical cannabis and treating people with chronic conditions including chronic back pain, anxiety, insomnia, nausea and vomiting due to chemotherapy, epilepsy, mental disorders, spasticity from multiple sclerosis and more.” “Many patients use recreational cannabis for pain relief or other symptoms and wish to access a medical-grade product reliably and without the risk of legal repercussions. Our doctors will provide you with an objective treatment recommendation.” 		
8.	The FAQ page for the Alternaleaf Website, which displayed the following statements: <ul style="list-style-type: none"> “What is a plant medicine patient card and how do I get one?”: “Alternaleaf patients are eligible for a patient card that verifies they have been approved to use plant medicine by the Therapeutic Goods Administration. Our contact details are listed on the back of the card should we need to be contacted to confirm your treatment plan. The card is for informational purposes only. Cards are automatically sent to new patients.” 	https://www.alternaleaf.com.au/faq	From at least 22 February 2023 to at least 19 July 2023
9.	The FAQ page for the Alternaleaf Website, which displayed the following statements: <ul style="list-style-type: none"> “CANNAVERSE” “Alternaleaf is an Australian medical clinic with an exclusive focus on plant medicine.” “Our clinic connects patients with qualified nurses and Ahpra-registered doctors who are experienced with and able to prescribe plant medicine products for a wide variety of conditions.” “Some patients have extensive experience using plant medicine, while many are exploring it for the first time. Some have a passion for holistic wellbeing and others are trying to find relief from the symptoms of old age.” “Plant medicine has been prescribed for more than 130 chronic conditions. Complete our complimentary pre-screening questionnaire to see if you might be suitable.” “Plant medicine is a prescription only medication, so it needs to be prescribed by a GP or specialist doctor. The TGA considers plant medicine an “alternative” treatment, which means that in order to be eligible you must have a condition that has lasted for 3+ months which either hasn’t responded to conventional treatment or caused unwanted side effects.” “Plant medicine can be detected in your system for days or weeks after use, so make sure to talk to your doctor if you’re concerned. You can find more information in our dedicated Cannaverse article.” “Plant medicine has been legally available to prescribe in every state in Australia since 2016. You are entitled to use prescribed plant medicine in the same way as any other prescribed medication.” “So far, Australian doctors have issued more than 1 million prescriptions for over 140 different conditions.” “For more information, check out our Cannaverse articles on driving and plant medicine, plant medicine in the workplace and the rules around travel.” “In Australia, plant medicine is currently prescribed in two primary forms: as a dried flower and as an oil or concentrate” “You can find more detail on the costs of plant medicine on the CANNAVERSE.” 	https://www.alternaleaf.com.au/faq	On at least 19 February 2024
10.	A webpage titled “Cannaverse: Guides, videos & insights from the experts in medical cannabis”, including the articles accessible via the webpage, which displayed the following statements: <ul style="list-style-type: none"> “Understanding Medical Cannabis in Australia A quick guide to medical cannabis in Australia and how it might benefit you.” “Rachel’s Story Patient’s Stories: Meet Rachel and hear how plant medicine has helped change her life” “What are Cannabis Suppositories? Benefits, effects, and more. Cannabis suppositories have many benefits and provide a valuable...” “6 Benefits of Medical Cannabis Vaping (And Why You Shouldn’t Smoke)” “How to Get a Medical Cannabis Card in Australia” “I want to know more about becoming a medical cannabis patient” “I want to learn about the price of medical cannabis and what the laws are” “I want to learn about the potential health benefits of medical cannabis” “Cannabis and Alternative Therapies for PTSD: A Quick Reference” “Cannabis and Alternative Therapies for Inflammation: A Quick Reference” Cannabis and Alternative Therapies for Anxiety: A Quick Reference “Medical cannabis and Dementia: What We Know” “Medical Cannabis & Depression: What We Know” “Medical Cannabis & Weight Loss: Are the munchies real or could medical cannabis actually help with weight loss...” “Medical Cannabis & ADHD” 	https://www.alternaleaf.com.au/blog	On at least 20 February 2024

No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> • “Don’s Story How Medical Cannabis Changed a Life Spent In Pain” • “How to Use CBD Oil For Anxiety” • “Using CBD Oil For Pain Management” • “Can Medical Cannabis Help With Insomnia & Sleep Disorders?” • “Cannabis and Alternative therapies for Anxiety: A Quick Reference” • “Cannabis and Alternative Therapies for Epilepsy: a Quick Reference” • “Cannabis and Alternative Therapies for ADHD: A Quick Reference” • “Cannabis and Alternative Therapies for Autism: A Quick Reference” • “Cannabis and Alternative Therapies for Cancer Pain and Cancer Treatments” • “What to Consider When Seeking Alternative Therapies: A Practical Guide. If you’re seeking alternatives for chronic pain, mental health or other issues, it’s...” 		
11.	<p>The Alternaleaf pricing page on the Alternaleaf Website, which displayed the following statements:</p> <ul style="list-style-type: none"> • “CANNAVERSE” • “From consultation to prescription, we’re proud to offer our patients some of the best value plant medicine care in Australia” • “As an Alternaleaf patient you’ll only have to pay a flat \$79 for your initial consultation and \$59 for any follow-ups – and if your Alternaleaf doctor decides plant medicine isn’t the right option, you’ll receive a full refund.” 	https://www.alternaleaf.com.au/pricing	On at least 19 February 2024
12.	<p>The Alternaleaf pre-screening questionnaire accessible on the Alternaleaf Website, which displayed the following statements:</p> <ul style="list-style-type: none"> • “1. Firstly, do you have a medical condition that has been causing you distress for 3+ months? TGA guidelines state you must have a medical condition for 3+ months to qualify for medical cannabis. Some examples include chronic pain, anxiety, depression, insomnia, migraine”. • if “Yes” is selected: “2. Great, and how have you tried treating your condition? Under TGA Guidelines you must have tried other treatments before you can be considered for medical cannabis”. <p>[The reader is given the option to select from the following]: “A – Prescription medication”; “B – Natural/alternative therapies eg. Physiotherapy, psychological therapy, meditation”; “C – I have not treated because I dislike prescription medication, and haven’t considered other therapies”; and “D – I have not treated my condition”.</p> <ul style="list-style-type: none"> • “3. “Now a little more about your treatment. During your treatment, were you...TGA guidelines further requires that these other treatments must have failed to provide relief or had unwanted side effects. Select the answer which best applies to your situation.” <p>[The reader must then proceed through a number of other questions and answers.]</p> <ul style="list-style-type: none"> • [On the final page, if the correct answers have been selected, the viewer receives the prompt “, “Based on the information provided, you are likely suitable for medical cannabis treatment. Book a consultation and get access to our nationwide network of doctors with experience treating thousands of Australians like you.”] 	https://www.alternaleaf.typeform.com/to/RaoP4nrk	On at least 19 May 2023
13.	<p>The Alternaleaf pre-screening questionnaire accessible on the Alternaleaf Website, which displayed the following statements:</p> <ul style="list-style-type: none"> • “Tell us about your condition and any previous treatment to determine if plant alternatives are right for you. “ • “Firstly, do you have a medical condition that has been causing you distress for 3+ months? TGA guidelines state you must have a medical condition for 3+ months to qualify for plant medicine. Some examples include chronic pain, anxiety, depression, insomnia, migraine.” • “Great, and how have you tried treating your condition? Under TGA guidelines you must have tried other treatments before you can be considered for plant medicine.” • “TGA guidelines further require that these other treatments must have failed to prove relief or had unwanted side effects. Select the answer which best applies to your situation: <ul style="list-style-type: none"> ○ “Unsuccessful in fully treating your condition ○ Experiencing unwanted side effects ○ Self-treating through non-prescribed cannabis ○ Able to treat your condition fully without cannabis” 	https://pre-screening.alternaleaf.com.au/?_gl=1*1e2prt e*_ga*MTQwNTA5NTE3Ni4xNzA1OTA2OTg2*_ga_RJKT18M4RR*MTcwODY3ODAwMC4yOC4wLjE3MDg2NzgwMDAuNjAuMC4w	On at least 19 February 2024
14.	<p>A web page titled “Let’s talk leaf”, which displayed the following statements:</p> <ul style="list-style-type: none"> • "Announcement: Initial consults now \$79". • "How to Access" • "Cannabis and Alternative Therapies for ADHD" • "Cannabis and Alternative Therapies for Endometriosis" • "Cannabis and Alternative Therapies for Autism" 	https://www.alternaleaf.com.au/blog	On at least 22 February 2023

No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> • “Cannabis and Alternative Therapies for Headaches” “Millions of Australians experience headaches and migraines every year” • "Cannabis and Alternative Therapies for Epilepsy" • "Cannabis and Alternative Therapies for Cancer Pain" • "Cannabis and Alternative Therapies for PTSD" • "Cannabis and Alternative Therapies for Anxiety" • "Cannabis and Alternative Therapies for Depression" 		
15.	<p>An article titled “How Much Does Medical Cannabis Cost in Australia”, which displayed the following statements:</p> <ul style="list-style-type: none"> • "How Much Does Medical Cannabis Cost in Australia?" • "Medical Cannabis Costs, Trending Downward" • "How Much Will I Pay for Medical Cannabis?" • "Medical Cannabis Costs" • "Why is Medical Cannabis so Expensive in Australia?" • "How to Get a CBD Oil Prescription in Australia" • "Is Medical Cannabis an Affordable and Accessible Option?" 	https://www.alternaleaf.com.au/post/medical-cannabis-costs-in-australia	From at least 17 July 2023 to at least 7 January 2024
16.	<p>A webpage titled “Cannaverse” which displayed the following statements:</p> <ul style="list-style-type: none"> • “Back to Alternaleaf” • "I want to know more about becoming a medical cannabis patient" • "I want to learn about the price of medical cannabis and what the laws are" • "I want to learn about the potential health benefits of medical cannabis" • “I want to find out more about how medical cannabis works” • "Medical cannabis & Depression: What we Know" • "Medical cannabis & Dementia: What & we know" • "Medical cannabis & ADHD" • “CANNAVERSE” • “Powered by Alternaleaf” 	https://www.alternaleaf.com.au/blog	From at least 8 January 2024 to at least 26 February 2024
17.	<p>A video titled ‘Don’s Story’, which recorded the following statements:</p> <ul style="list-style-type: none"> • “Back to Alternaleaf” • “I am a patient with a pain management issue. I fractured my spine and that has led to a lifetime of pain [...] my doctor suggested that I try another path which is using plant based medicine. That has been a god send [...] it actually helps to relegate that pain to a background feeling rather than something that is present as absolute pain [...] and that really helps me manage my condition [...] when I was taking opioids, which was the traditional go-to when I couldn’t have plant based medicine, I developed a tolerance for opioids and I found that the increasingly heavy doses were unsustainable [...] the use of plant based medications and its ability to allow me a good night’s sleep has been an absolute game-changer for the management of my pain. Does it really work? My answer to that is yes. I am thoroughly enjoying my retirement [...] the big issue of pain is nicely managed with a large degree of help from plant based medicine.” • Text in video: “Don Wormald Medical Cannabis Patient”, • Descriptive text: “Don shares how plant medicine has given him a new lease on life.” 	https://www.alternaleaf.com.au/blog	On at least 25 March 2024
18.	<p>A video titled ‘Matt’s Story’, which recorded the following statements:</p> <ul style="list-style-type: none"> • "Back to Alternaleaf" • “Plant medicine had a big effect on my life, so I could manage my pain again, I could sleep properly. It allows me to do things I couldn’t do before [...] I had a workplace injury 12 months ago and I have been struggling with chronic pain ever since [...] the injury I had was a broken right fibia, it was called a weber fracture of the right ankle, also ligament damage and severe bruising. It’s been a battle for the last 12 months. I was in a moon boot for best part of 3 months, stopped healing, I almost had an operation; it’s been 12 months of a lot of pain [...] I was prescribed Endone and Panadeine Forte. I didn’t like the effects. I was depressed, anxious and I couldn’t sleep. Brain fog, not interacting with people. I actually told the doctor after 2 and a half months, that I didn’t want to take them anymore [...] I’ve been using plant medicine for about 7 months. I researched it for about 2 weeks and finally decided to give it a go. Pretty much noticed the effects immediately. My mental health improved a lot. It helped a lot with my anxiety. It lifted my mood and just made me feel a lot better [...] I would highly recommend anyone with chronic pain or similar conditions to me to give it a go. I am still not 100% cured but I’m getting a whole lot better [...] Plant medicine has helped me out a lot [...] I’ve got my life back.” 	https://www.alternaleaf.com.au/blog	On at least 25 March 2024

No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> Text in video: “Matt’s medical cannabis patient story” Descriptive text: “Matt’s Story Medical Cannabis Patient Stories CANNAVERSE” 		
19.	<p>A video titled ‘Rachel’s Story’, which recorded the following statements:</p> <ul style="list-style-type: none"> “Back to Alternaleaf” “My whole life changed. [...] I’m a plant medicine patient. I was diagnosed with this nerve condition called Trigeminal Neuralgia [...] I left the hospital. They had me on anti-seizure medication, OxyContin, Endone, anti-inflammatory. Lots of medicine, I didn’t feel like myself [...] I tried to wean off. It was the most pain I’ve ever been in. Every single joint in my body was on fire. I couldn’t sleep [...] And then so I actually started using CBD oil [...] So I jumped on my computer straight away and filled out the intake form. The nurse called me. I was able to tell her exactly the things that I was dealing with. It was a mix of ADD, PTSD, chronic pain [...] I got my first script and that’s when things started to get really better for me. I was able to come off all my meds within about 4 weeks. My nerve pain went down. I was sleeping through the night again [...] Plant medicine has also helped me to get back in my community and friends circle [...]” Descriptive text: “Rachel’s Story Medical Cannabis Patient Stories CANNAVERSE” 	https://www.alternaleaf.com.au/blog	On at least 25 March 2024
20.	<p>An article titled ‘Cannabis and Alternative Therapies for PTSD: A Quick Reference’, which displayed the following statements:</p> <ul style="list-style-type: none"> “Back to Alternaleaf” “Health & Benefits” “Written by Alternaleaf Team” “Alternative treatments such as medical cannabis for PTSD have gained traction in recent years. While the research for how medical cannabis might help manage PTSD is still in the early stages, some studies have had some encouraging results.” “Can Medical Cannabis Reduce PTSD Symptoms?” “Although the evidence isn’t yet conclusive, there is some positive clinical evidence to suggest that medical cannabis may help manage some aspects of PTSD. A recent review of human studies suggests that low doses of THC, sometimes with CBD, may be useful in reducing fear associated with traumatic memories.” “Another recent review indicates that THC may have some use in reducing nightmares associated with PTSD through its ability to modify REM sleep (the sleep stage when dreams occur).” “Another older study supports these findings, however, with participants experiencing reduced hyperarousal symptoms and reduced nightmares associated with PTSD.” “These results suggest that THC may have some use in managing PTSD symptoms.” “Powered by Alternaleaf” “CANNAVERSE” 	https://www.alternaleaf.com.au/post/cannabis-alternative-therapies-for-ptsd-a-quick-reference	From at least 25 January 2024 to at least 3 April 2024
21.	<p>An article titled ‘Medical Cannabis & Depression: What We Know’, which displayed the following statements:</p> <ul style="list-style-type: none"> “Back to Alternaleaf” “Health & Benefits” “Written by Alternaleaf Team” “Does Medical Cannabis Have Any Benefits For Depression?” “There’s currently a lack of high-quality studies on how medical cannabis might benefit depression. Although there have been some promising results.” “This means that the data on medical cannabis and depression isn’t yet definitive, but some studies show that the potential benefits are worth further investigation.” “For instance, one study showed that cannabidiol (CBD), a non-intoxicating cannabinoid, may have some effect on serotonin levels in the brain. Serotonin is a neurotransmitter that is involved in emotion regulation, mood and stress, and is a target of several traditional antidepressants.” “Another recent open-label study found some promise in using CBD to help manage anxiety in young people. The researchers found that along with potentially reducing the participants’ anxiety, CBD may have had a positive effect on their associated depression as well.” “When used under the guidance of a medical professional, medical cannabis is unlikely to cause or worsen depression.” “The review concluded that low doses of cannabis can generally have positive effects for your mental health, whereas high doses can pose risks and potentially cause or worsen mental health conditions such as depression.” “Medical cannabis is still a new treatment option in Australia – hopefully we’ll see more research into CBD’s potential antidepressant properties in the future.” “Powered by Alternaleaf” “CANNAVERSE” 	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-depression	From at least 19 January 2024 to at least 3 April 2024

No.	The advertisement	Location	Date(s) of the advertisement
22.	<p>An article titled ‘How To Use CBD Oil For Anxiety’, which displayed the following statements:</p> <ul style="list-style-type: none"> • “Back to Alternaleaf” • “Health & Benefits” • “Written by Alternaleaf Team” • “CBD oil shows some promise in managing anxiety, but how solid is the evidence? Can the type of CBD oil and the way you use it affect how it works for anxiety?” • “In this post we’ll go over the evidence for CBD oil’s effectiveness for treating anxiety, and help you decide if it might be right for you.” • “What Benefits Does CBD Oil Have For Anxiety?” • “What we know so far about CBD oil’s role in managing anxiety is promising, but there is a lack of well-designed research. Although, the studies that have been done show that CBD may have some use in managing anxiety disorders.” • “A randomised, controlled trial from 2019 found that a single dose of CBD helped reduce anxiety related to social anxiety disorder. Another study found similar results for general anxiety, with CBD improving anxiety symptoms and sleep quality, but stated that more controlled clinical trials would help further explore CBD’s effect on anxiety.” • “CBD oils typically either have very little or no THC, meaning they could be more beneficial for people with anxiety.” • “Another study of 57 healthy participants found that 300mg of CBD significantly reduced anxiety levels. Researchers gave participants varying amounts of CBD or a placebo, and found that 300mg significantly reduced anxiety before a simulated public speaking test.” • “We may not fully understand how CBD oil affects anxiety for a while. That being said, the early research suggests that CBD oil may be worth talking to your doctor about if you experience anxiety and have found other treatments ineffective or not well-tolerated.”  <ul style="list-style-type: none"> • “Currently, there’s no agreed-upon ‘best’ way to take CBD oil for anxiety.” • “Sublingual administration is a simple and discreet way of taking CBD oil.” • “You can also ingest CBD via a capsule or lozenge, which may be even easier for some people.” • “There’s no go-to CBD oil for anxiety in particular, so which CBD oil you choose will depend on your doctor’s recommendation.” • “There’s currently no evidence to suggest that one type of CBD oil might be better than another for anxiety.” • “There are no official dosage guidelines when it comes to taking CBD oil for anxiety.” • “Powered by Alternaleaf” • “CANNAVERSE” 	https://www.alternaleaf.com.au/post/cbd-oil-for-anxiety	From at least 15 December 2023 to at least 3 April 2024
23.	<p>An article titled ‘Cannabis and Alternative Therapies for Anxiety: A Quick Reference’, which displayed the following statements:</p> <ul style="list-style-type: none"> • “Back to Alternaleaf” • “Health & Benefits” • “Written by Alternaleaf Team” • “That’s approximately 3.2 million people – some of whom have looked into medical marijuana for potential relief.” • “While anxiety is a lot to deal with as those who have it know all too well, the good news is that there are many treatments for the condition. These include medication, psychological counselling, lifestyle habits and changes, and alternative therapies like CBD and medical marijuana.” • “Clinical research has shown promising results for the use of medical cannabis in the treatment of anxiety. The therapeutic properties of cannabis are due to its interaction with the endocannabinoid system in the body, which plays a crucial role in regulating mood and anxiety levels.” • “A review of major studies found that medical cannabis can be helpful in alleviating anxiety, although only when using cannabis strains with low quantities of THC.” 	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-anxiety-a-quick-reference	From at least 15 December 2023 to at least 3 April 2024

No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> “Much of the cannabis for anxiety research focuses on cannabidiol (CBD), the major non-psychoactive component of the cannabis plant. In one preliminary study, CBD helped reduce social anxiety triggered by public speaking. Another randomised, controlled trial from 2019 found that a single dose of CBD reduced anxiety levels in patients with social anxiety disorder. Another study found that CBD had anxiolytic effects in patients with GAD, as well as a positive impact on sleep quality.” “While more research is needed to fully understand the effects of medical cannabis on anxiety, the evidence suggests that cannabis – and particularly using CBD cannabis oil for anxiety – may be a valuable tool for managing this common mental health condition. “While cannabis is generally considered safe, it can cause side effects such as drowsiness, dizziness and impaired coordination. These will generally be less severe with CBD-dominant products.” “However, it's worth noting that traditional anxiety medications, such as benzodiazepines, can also cause significant side effects, such as weight gain and sexual dysfunction, as well as painful withdrawal symptoms. In some cases, medical cannabis may be a preferred alternative.” “Can You Get Medical Cannabis for Anxiety in Australia?” “Yes, medical cannabis is available for the treatment of anxiety in Australia.” “CBD interacts with the body’s endocannabinoid system to produce a variety of therapeutic effects, including reducing anxiety. CBD works by binding to certain receptors in the brain, specifically the serotonin and GABA receptors, which are involved in regulating mood and anxiety levels. By binding to these receptors, CBD can help to reduce feelings of anxiety and promote a sense of calm.” “While there is no cure for anxiety, it can be effectively managed and treated with the right approach. Treatment options may include therapy, medication, lifestyle changes, self-care practices and, in some cases, medical cannabis.” “Powered by Alternaleaf” “CANNAVERSE” 		
24.	<p>An article titled ‘Medical Cannabis & Dementia: What We Know’, which displayed the following statements:</p> <ul style="list-style-type: none"> “Back to Alternaleaf” “Health & Benefits” “Written by Alternaleaf Team” “Currently, there’s not enough high-quality evidence to support the use of medical cannabis in managing dementia symptoms, but there are some promising early findings.” “Researchers are investigating the two most well-known cannabinoids – tetrahydrocannabinol (THC) and cannabidiol (CBD) – along with certain terpenes and flavonoids, for their potential use in managing dementia.” “Does Medical Cannabis Help Manage Dementia?” “We can’t say with certainty that medical cannabis is an effective treatment for managing dementia. But there are some promising early findings that suggest cannabis may play a role in dementia treatment in the future.” “Some research suggests certain compounds in medical cannabis may have neuroprotective properties. Alzheimer’s disease, a neurodegenerative condition, may account for 60-70% of dementia cases, meaning neuroprotective medications may help prevent the development of some types of dementia.” “There have been recent studies that show a potential use for medical cannabis in the management of dementia.” “In 2019 a randomised, placebo-controlled trial of 39 dementia patients found that Nabilone (a synthetic THC medicine) may be effective at reducing agitation in dementia patients.” “Another smaller, but more recent, study from 2022 assessed dementia patients and their reaction to a combination THC/CBD medication over a 13-month period. The results were positive: the patients' symptoms improved, and they were able to reduce the amount of other medications they were taking.” “Although medical cannabis containing THC may affect memory and cognition, there is little to no evidence to suggest that medical cannabis might increase cognitive decline in older people. One review even states that medical cannabis may be beneficial for brain function in older adults.” “Thankfully, researchers and medical professionals are continually discovering the benefits of alternative therapies such as medical cannabis. With more research, we may see these medications used more often in the management of chronic conditions such as dementia, when conventional treatments aren’t effective or cause unmanageable side effects.” “Similarly, if you or your loved one are experiencing challenges due to symptoms of dementia, and previous treatments have been unsuccessful, book a consultation with your GP or a dedicated cannabis clinic to discuss if medical cannabis may be able to help.” “Powered by Alternaleaf” “CANNAVERSE” 	https://www.alternaleaf.com.au/post/medical-cannabis-dementia-what-we-know	From at least 19 January 2024 to at least 3 April 2024
25.	<p>An article titled ‘Using CBD Oil For Pain Management’, which displayed the following statements:</p> <ul style="list-style-type: none"> “Back to Alternaleaf” 	https://www.alternaleaf.com.au/post/using-cbd-oil-for-pain-management	From at least 15 December 2023 to at least 3 April 2024

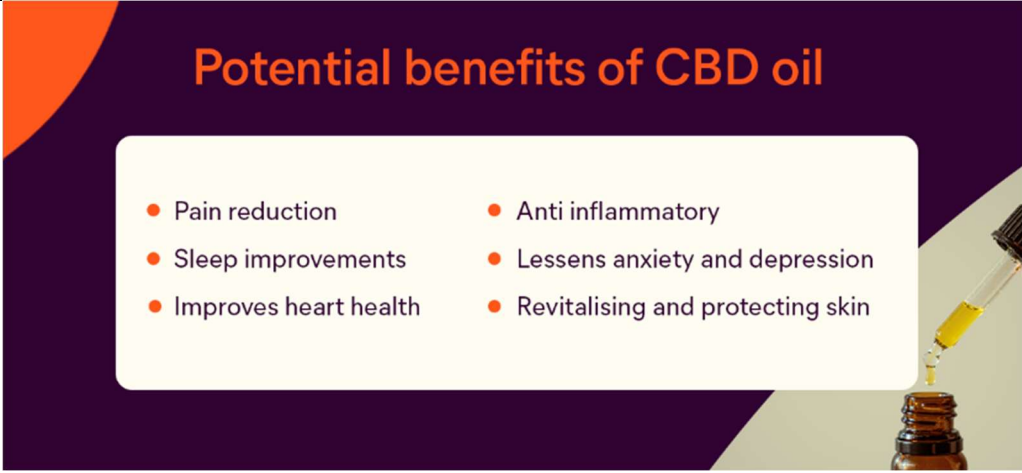
No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> • “Health & Benefits” • “Written by Alternaleaf Team” • “Cannabis has been used to help people manage pain since ancient times. But it’s only recently that medical cannabis and CBD oil are gaining traction in the modern medical world as a potential medication for dealing with chronic pain. CBD oil is of particular interest to the medical community since it doesn’t come with the psychoactive effects of THC, which some people have to or prefer to avoid.” • “Pain is complex and is often managed using medications that carry a risk of dependence. While these medications are often required to manage intense or chronic pain, CBD oil may be a useful supplementary treatment, with the added benefit that it is non-addictive and usually tolerated well.” • “Some of the conditions that CBD oil might help manage include fibromyalgia, arthritis, cancer pain and neuropathic pain.” • “The Benefits of Using CBD Oil For Pain” • “If you experience chronic pain, or know someone who does, you’ll know how challenging it can be to live with. CBD’s use in managing pain is a growing research area – while still early days, the results so far are promising and CBD could offer unique benefits when compared to more traditional pain medicines.” • “For instance, CBD oil is non-psychoactive, meaning you won’t experience the “high” that you might get from a THC product. CBD oil is also non-addictive, and side effects tend to be rare and minor. Some pain medication can be addictive and carry the risk of more serious side effects, so CBD oil may be a useful alternative or supplementary treatment for some people.”  <ul style="list-style-type: none"> • “How Does CBD Oil Help With Pain?” • “When you use CBD oil, the phytocannabinoids from the cannabis plant affect your own endocannabinoid system in various ways, such as potentially providing pain relief. CBD could also have some anti-inflammatory properties, which may help reduce some pain.” • “There’s some evidence that CBD products that contain other cannabinoids and terpenes may be more effective due to the entourage effect.” • “What Types of Pain Can CBD Oil Help Manage?” • “Although no CBD products have been approved by the Therapeutic Goods Administration for treating pain, there have been some promising early results from preclinical and some clinical studies. Some of the types of pain CBD oil might be able to help manage are fibromyalgia, cancer pain, arthritis and neuropathic pain.” • “CBD Oil For Fibromyalgia and Endometriosis” • “A 2021 survey of 2,701 people with fibromyalgia found that CBD use was generally effective at reducing pain, however more rigorous studies are required to better understand if this is a consistent effect.” • “Cannabinoid receptors have been found inside the endometrium, suggesting CBD may act on these receptors and potentially reducing inflammation and pain related to endometriosis.” • “CBD Oil For Cancer Pain” • “The research on CBD oil for cancer pain is promising, with one review stating that the evidence suggests CBD may be a useful option to reduce cancer pain and ease chemotherapy side effects.” • “CBD Oil For Arthritis Pain” • “So far, the research on CBD for arthritis is limited, but there have been some positive early findings. One 2018 study tested how effective a CBD gel might be for those with knee pain caused by osteoarthritis. Of the 320 people treated with CBD, there was initially no statistically significant difference in knee pain compared to placebo. However, closer inspection of the participants who responded well to CBD treatment revealed a statically [sic] significant change in pain compared to placebo.” • “Studies such as these are promising, but most of the evidence for using CBD for arthritis is anecdotal. Some people who have arthritis report a noticeable improvement in pain after using CBD oil, but more high-quality human studies are needed on CBD’s potential role in managing arthritis pain.” • “CBD Oil For Neuropathic Pain” • “CBD may have some use in treating neuropathic pain. A small placebo-controlled study with 29 patients found that topical CBD oil provided “statistically significant” relief from neuropathic pain, and that treatment was well-tolerated.” 		

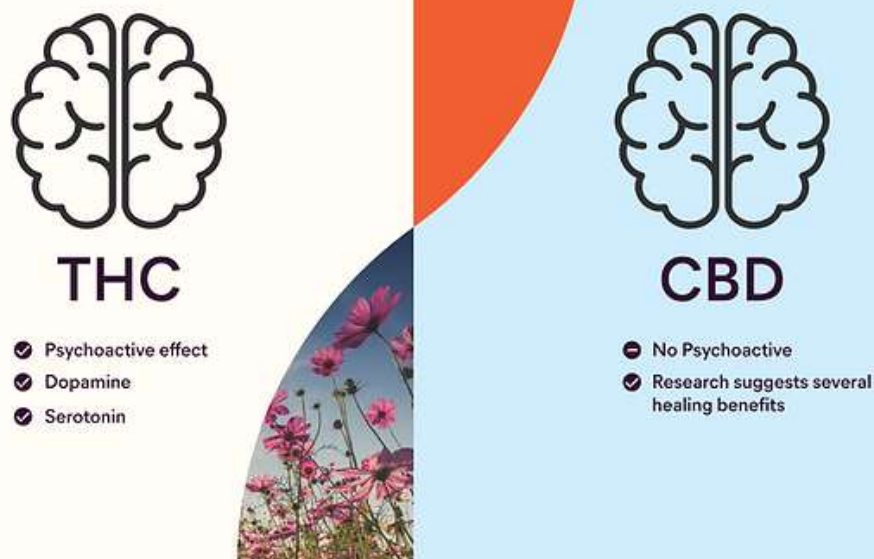
No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> “How to Use CBD Oil For Pain” “Some people prefer inhaling CBD using a vaporiser and CBD oil cartridges. Vaping has a fast onset, which may benefit you if you need immediate relief.” “CBD topicals might suit you if you experience localised pain. The ability to apply the cream or lotion directly to the painful area may offer faster or more pronounced relief, but the evidence for this is so far mostly anecdotal.” “CBD oil can have some side effects, but they are rare and usually minor. CBD oil’s side effects can include drowsiness, dry mouth, dizziness and diarrhoea. Thankfully CBD oil is usually tolerated well, and most side effects occur at high doses.” “You may have also heard that CBD can be harmful for the liver, but recent research suggests that this may not be the case.” “Pain management poses a unique challenge for healthcare providers in that pain is a personal experience that can vary depending on an individual’s psychology, circumstances and physiology. Emerging treatments such as CBD oil are in high demand, and with further research, CBD oil could further help those affected by pain or chronic pain.” “If you’re interested in CBD oil for pain, book an appointment with your GP or with a dedicated medical cannabis clinic to work out a treatment that is best for you.” “Powered by Alternaleaf” “CANNAVERSE” 		
26.	<p>An article titled ‘Cannabis and Alternative Therapies for Palliative Care: A Quick Reference’, which displayed the following statements:</p> <ul style="list-style-type: none"> “Back to Alternaleaf” “Health & Benefits” “Medical cannabis can provide some benefit for symptom control in patients with terminal conditions who are receiving palliative care; we’d like to help you understand how these products might be helpful.” “Recently, there’s been interest in medical cannabis and palliative care.” “Patients seek medicinal cannabis as they find the side effects of these medications intolerable in large doses. Some side effects may mimic or worsen other symptoms, such as nausea and vomiting. Evidence is emerging that medicinal cannabis could help alleviate pain associated with life-limiting illnesses such as cancer pain, spasticity, neuropathic and visceral pain.” “Powered by Alternaleaf” “CANNAVERSE” 	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-palliative-care-a-quick-reference	From at least 17 November 2023 to at least 3 April 2024
27.	<p>An article titled ‘Cannabis and Alternative Therapies for Autism: A Quick Reference’, which displayed the following statements:</p> <ul style="list-style-type: none"> “Back to Alternaleaf” “Health & Benefits” “Written by Alternaleaf Team” “There is no cure for autism, but many people are finding ways to live with their diagnosis by utilising alternative treatments like cannabis for autism and new behavioural/occupational therapeutic approaches.” “There are many routes of treatment including symptom management and alternative therapies for autism, like cannabis oil.” “Increasingly families are exploring alternative treatments for autism spectrum disorder, including cannabis.” “Alternative therapies like cannabis for autism are on the rise, even in children. A placebo-controlled study showed favourable results for cannabis in autism treatment. New research has also shown a possible link between endocannabinoid deficiency and autism.” “Though diagnosis can be difficult and there is no known cure, a combination of symptom management, therapy, support from loved ones, and alternative treatments for autism, including cannabis, can be enough for a person with ASD to live a healthy and fulfilling life.” “Powered by Alternaleaf” “CANNAVERSE” 	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-autism	From at least 24 November 2023 to at least 3 April 2024
28.	<p>An article titled ‘Cannabis and Alternative Therapies for Epilepsy: A Quick Reference’, which displayed the following statements:</p> <ul style="list-style-type: none"> “Back to Alternaleaf” “Health & Benefits” “Written by Alternaleaf Team” “Recently, researchers and patients alike have turned their sights to CBD for epilepsy, among other alternative therapeutic options.” “Alternative treatments, including cannabis prescriptions, are options that some Australian doctors now prescribe. CBD for epilepsy is being used successfully by many patients, especially children.” 	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-epilepsy	From at least 24 November 2023 to at least 3 April 2024

No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> “Living with epilepsy can be difficult to navigate, especially when the cause is unknown. New therapies like medical cannabis and CBD for epilepsy give hope to patients looking for alternatives where conventional medications have failed.” “Powered by Alternaleaf” “CANNAVERSE” 		
29.	<p>An article titled ‘What is Tetrahydrocannabinol (THC)?’, which displayed the following statements:</p> <ul style="list-style-type: none"> “Back to Alternaleaf” “Science of Cannabis” “Written by Alternaleaf Team” “One of the most well-known effects of THC is a feeling of euphoria, commonly referred to as a "high." THC can also cause an increase in appetite, commonly known as "the munchies," as well as a decrease in anxiety and pain.” “Research suggests that THC could be a promising treatment for a wide variety of conditions. In studies, THC has been used to alleviate symptoms of conditions such as chronic pain, multiple sclerosis and chemotherapy-induced nausea and vomiting.” “Medicinal cannabis containing THC is considered a “relatively safe drug,” by the TGA, the Australian Journal of General Practice and other trusted organisations. Overconsumption of THC-rich cannabis is rare.” “Powered by Alternaleaf” “CANNAVERSE” 	https://www.alternaleaf.com.au/post/what-is-tetrahydrocannabinol-thc	From at least 14 December 2023 to at least 3 April 2024
30.	<p>An article titled ‘Cannabis and Alternative Therapies for ADHD: A Quick Reference’, which displayed the following statements:</p> <ul style="list-style-type: none"> “Back to Alternaleaf” “Health & Benefits” “Written by Alternaleaf Team” “Treatments for ADHD are not without controversy, especially when it comes to medication. This is why some are looking into medical cannabis and ADHD.” “It’s also possible that an alternative treatment plan for ADHD can include medical cannabis, as some patients have reported relief from symptoms while using this plant-based medicine (via PLOS One).” “And while more research still needs to be conducted on medical cannabis and ADHD, it’s possible that the plant can help some deal with some symptoms.” “Powered by Alternaleaf” “CANNAVERSE” 	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-adhd-a-quick-reference	From at least 15 December 2023 to at least 3 April 2024
31.	<p>An article titled ‘Cannabis and Alternative Therapies for Cancer Pain and Cancer Treatments’, which displayed the following statements:</p> <ul style="list-style-type: none"> “Back to Alternaleaf” “Health & Benefits” “Written by Alternaleaf Team” “Some patients seek relief with a medical cannabis prescription for cancer pain, as well as to manage other side effects related to cancer treatments.” “Patients report feeling these side effects [chemotherapy-related nausea] in a number of ways and they can progress as treatment progresses. Preventative measures can be taken, such as consuming medicinal cannabis beforehand to combat the nausea.” “It’s possible to manage cancer pain and nausea and vomiting with a myriad of treatments. Patients can work with doctors to choose from pharmaceutical medication, alternative therapies, and in some cases, a medical cannabis prescription.” “Alternatives include modalities like acupuncture, massage therapy, hypnosis, physical therapy, and medicinal cannabis for pain.” “Even though medical cannabis for pain is a relatively new treatment, there is research to suggest that it may be helpful in combating nausea and vomiting. Research indicates that medical cannabis may also relieve nerve pain, the most common type of cancer-related pain.” “There are many alternatives to pharmaceuticals for cancer pain and chemotherapy related nausea and vomiting. Care plans should be individualised, and patients can ask about a medical cannabis prescription if they think it may help alleviate their symptoms.” “Powered by Alternaleaf” “CANNAVERSE” 	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-cancer-pain-and-cancer-treatments	From at least 15 December 2023 to at least 3 April 2024
32.	<p>An article titled ‘What is Cannabidiol (CBD)?’, which displayed the following statements:</p> <ul style="list-style-type: none"> “Back to Alternaleaf” 	https://www.alternaleaf.com.au/post/what-is-cannabidiol-cbd	From at least 30 January 2024 to at least 3 April 2024

No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> • “Science of Cannabis” • “Written by Alternaleaf Team” • “While it’s not psychotropic, CBD may have several health benefits and may reduce the severity of some of THC’s side effects.” • “CBD treatment is becoming more and more popular...” • “There are also CBD oil capsules, which are easy to consume, discrete and help ensure consistent and accurate dosing.” • “A topical CBD product might suit you if you experience localised pain – being able to apply the cream directly to the painful area might provide better relief.” • “If you’re looking for fast relief, vaping may be a good option, as the CBD is quickly absorbed into the bloodstream when inhaled and has a near instant effect. With other forms, such as oil or capsules, the effects will take more time to appear but may last longer.” • “The research into CBD’s health benefits is still in the early stages, but it has shown promising results in helping manage health conditions such as chronic pain and anxiety.” • “So far, the Therapeutic Goods Administration (TGA) has only approved a small number of CBD products such as Epidyolex, a CBD mouth spray that may help manage rare forms of childhood epilepsy. There isn’t yet a TGA-approved CBD product for conditions such as anxiety and chronic pain, but there are some promising early studies and anecdotal accounts. You can still access CBD products for these conditions if your doctor thinks it might help.” • “Studies have shown that CBD may be effective in managing pain. 2,701 people with fibromyalgia – a condition that causes chronic pain – were surveyed in a 2021 study, and they found that CBD generally reduced their pain. CBD may also have some use in managing other chronic pain conditions including endometriosis. CBD may act on cannabinoid receptors found in the endometrium, potentially reducing pain and inflammation.” • “CBD’s potential use in managing anxiety isn’t as well understood, but researchers have found some encouraging results. A recent review of major studies found that CBD may have some anxiolytic (anxiety-reducing) properties.” • “A randomised, controlled trial from 2019 also found some good results using CBD to help people experiencing social anxiety disorder. Finally, another 2019 study found some evidence that CBD could help treat anxiety and improve sleep quality.” • “Keep in mind that CBD still needs more research before we can confidently say it’s an effective treatment for certain conditions. Sometimes patients find more relief with medications that combine CBD with other cannabinoids, but speak with your doctor if you’re interested in CBD’s potential benefits.” • “Like all medications, CBD can cause side effects. Thankfully, most people tolerate CBD well and any side effects that do occur are usually mild.” • “Aside from the potential side effects and interactions with other medications, CBD is generally thought to be a safe treatment. Although there’s been little research into the safety of using CBD long-term, a 2018 study on people with treatment-resistant epilepsy found that most patients tolerated CBD well, with some of the participants using CBD for up to two years.” • “CBD’s potential medical benefits is an exciting area of research. In the years to come, CBD use might expand as we find out more about its medical properties through research and anecdotal evidence. CBD products are a popular option for those who are interested in medical cannabis but can’t or would prefer not to ingest THC. CBD on its own doesn’t cause intoxication and is not psychotropic.” • “Many Australians are finding CBD to be a useful supplementary medication – if you haven’t found relief with conventional treatments, don’t hesitate to ask your doctor about CBD.” • “Powered by Alternaleaf” • “CANNAVERSE” 		
33.	<p>An article titled ‘High THC Medical Cannabis Strains: Benefits, Effects And More’, which displayed the following statements:</p> <ul style="list-style-type: none"> • “Back to Alternaleaf” • “CANNAVERSE” • “Health & Benefits” • “Written by Alternaleaf Team” • “THC can produce a range of effects depending on your experience level, personality, mood and the method of consumption. When you consume a product high in THC, some of the following effects might occur: <ul style="list-style-type: none"> ○ relaxation ○ altered sensory perception ○ altered perception of time ○ mood changes ○ increased appetite” • “Some of these effects [of THC], such as muscle relaxation, have important medical applications. An example of this is Sativex, a TGA-approved medical cannabis product with a balanced ratio of THC and CBD designed to help ease muscle spasticity in people with multiple sclerosis (MS).” • “A 2022 meta-analysis found that high THC products may lead to moderate levels of pain reduction, while products with more balanced cannabinoid ratios caused slight improvements.” • “Managing nausea and vomiting is another common reason THC products are prescribed, especially for people undergoing cancer treatment. In Australia, the Therapeutic Goods Administration (TGA) states that medical cannabis could have some use in managing and preventing nausea, but that more research is needed.” 	https://www.alternaleaf.com.au/post/high-thc-medical-cannabis-strains	<p>From at least 30 January 2024 to at least 3 April 2024</p>


No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> “Side effects from THC may include fatigue, vertigo, nausea, vomiting, fever, decreased or increased appetite, dry mouth and diarrhoea. However, most of these side effects are rare – medical cannabis is usually well-tolerated or mitigated with increased dosing support and guidance.” “If you’re interested in medical cannabis, you can either book an appointment with your regular healthcare provider or a medical cannabis clinic.” “Powered by Alternaleaf” 		
34.	<p>An article titled ‘Benefits Of CBD Oil: What's The Evidence?’, which displayed the following statements:</p> <ul style="list-style-type: none"> “Back to Alternaleaf” “Health & Benefits” “Written by Alternaleaf Team” “CBD Oil For Pain Relief” “Studies suggest that CBD oil may be an effective treatment for nerve pain and back pain. CBD may also be able to help manage pain related to arthritis and multiple sclerosis.” “There’s also some promising data on CBD’s role in managing rheumatic diseases such as fibromyalgia – a survey of 2,701 people with fibromyalgia found that using CBD generally reduced their pain.” “A study on people experiencing pain from nerve damage showed significant pain reduction after they used CBD oil, compared to the placebo group. The oil was topically applied, which means absorbed through the skin. There were no negative reactions among the group from using CBD oil.” “In another study on chronic pain, patients were asked to rate their pain before and after applying CBD topically. The patients’ average pain scores were significantly lower after treatment with CBD. All patients said that they had less pain around the home, while 93% reported improved pain tolerance when socialising, working and during recreation.” “CBD Oil For Anxiety & Depression” “There have been a number of studies that suggest CBD could have a positive role in reducing anxiety symptoms, although the exact mechanism is not fully understood.” “A review of major studies found that medical cannabis could be helpful in alleviating anxiety, although only when using cannabis strains with low quantities of THC. In one study on public speaking, participants who took a 300mg dose of CBD before speaking reported significantly reduced levels of anxiety.” “A randomised, controlled trial from 2019 found that a single dose of CBD reduced anxiety levels in patients with social anxiety disorder, while another study found that CBD had anxiolytic effects in patients with general anxiety, as well as a positive impact on sleep quality.” “CBD Oil’s Role in Neuroprotection” “People experiencing neurodegenerative disorders such as Multiple Sclerosis (MS) may benefit from CBD oil. One study found that 75% of the 276 study participants had reduced muscle spasms after using a CBD mouth spray.” “There are also promising results with using CBD to manage Parkinson’s disease. Several studies show that patients’ quality of life and sleep may improve with CBD use, but more evidence is needed to support these findings.” “CBD Oil For Inflammation” “CBD Oil For Acne” “While still in need of study, emerging research suggests that CBD may have a role to play in the treatment of acne in the future.” “CBD Oil’s Role in Managing Cancer Symptoms” “There is currently no evidence to indicate the use of CBD in the treatment of cancer. However there is evidence to suggest that it may be beneficial in the management of some of the symptoms experienced by cancer patients including pain, anxiety and nausea.” “CBD Oil For Epilepsy” “CBD may have anticonvulsant properties and is one of the only conditions for which a medical cannabis treatment has been fully recognised by the TGA. Epidyolex is a TGA-approved CBD product that is used as an alternative treatment for seizures brought on by rare forms of childhood epilepsy such as Dravet syndrome and Lennox-Gastaut syndrome.” “CBD Oil For Sleep Disorders” “CBD oil’s anti-anxiety effect could help those with sleep disorders, although more research is needed. A 2019 study looked at the effect of CBD on the sleep quality of patients with anxiety and found two-thirds reported a positive impact on sleep patterns.” “CBD Oil For Endometriosis and Chronic Pelvic Pain” “CBD may be beneficial in reducing symptoms experienced by people who suffer from endometriosis or chronic pelvic pain.” “As previously mentioned, CBD may have anti-inflammatory properties. One of the key features of endometriosis is inflammation, so it’s believed CBD may reduce pain associated with endometriosis.” 	https://www.alternaleaf.com.au/post/cbd-oil-benefits	From at least 2 February 2024 to at least 3 April 2024

No.	The advertisement	Location	Date(s) of the advertisement
	 <p>Potential benefits of CBD oil</p> <ul style="list-style-type: none"> • Pain reduction • Sleep improvements • Improves heart health • Anti inflammatory • Lessens anxiety and depression • Revitalising and protecting skin <ul style="list-style-type: none"> • "If you experience conditions such as epilepsy, anxiety or poor sleep, you may want to further investigate CBD oil's potential benefits." • "Powered by Alternaleaf" • "CANNAVERSE" 		
35.	<p>An article titled 'Medical Cannabis', which displayed the following statements:</p> <ul style="list-style-type: none"> • "Back to Alternaleaf" • "Written by Alternaleaf Team" • "Doctors in Australia have written more than 1 million medical cannabis prescriptions since its legalisation in 2016. Emerging research suggests that the two primary compounds in cannabis – tetrahydrocannabinol (THC) and cannabidiol (CBD) – may play a role in managing several conditions, ranging from multiple sclerosis to pain, PTSD, anxiety and more." • "Hundreds of thousands of Australians are already being treated with medical cannabis, but whether you might be eligible depends on your condition and medical history. Speak with your doctor about medical cannabis if you haven't found relief with conventional treatments and experience a condition such as: <ul style="list-style-type: none"> ○ Pain ○ Multiple sclerosis ○ Anxiety ○ Depression ○ Epilepsy ○ Fibromyalgia ○ PTSD ○ Insomnia <p>While the research for using medical cannabis to manage many of these conditions is still in its infancy, medical professionals are beginning to see its exciting potential. In Australia, doctors have prescribed medical cannabis to more than 1 million people for over 140 different conditions."</p> <ul style="list-style-type: none"> • "Getting a medical cannabis prescription is a relatively straightforward process, provided you are eligible for one and your doctor thinks you could benefit." • "Once you issue your prescription to a pharmacy, they may contact an approved medical cannabis supplier to organise a supply of your medication. Once your prescription arrives, you can be assured that it will be of high quality." • "What's The Difference Between Medical Cannabis and Marijuana?" • "Medical cannabis, by contrast, is carefully grown and held to a strict safety standard to ensure it's not contaminated by pesticides, microbes, heavy metals and other harmful substances. Medical cannabis is also grown with certain techniques and conditions in mind to create specific balances of cannabinoids, terpenes and other medicinal compounds. This careful process is designed to produce high-quality cannabis strains tailored to treat particular conditions." • "What's The Difference Between CBD & THC?" 	https://www.alternaleaf.com.au/post/medical-cannabis	<p>From at least 28 February 2024 to at least 3 April 2024</p>

No.	The advertisement	Location	Date(s) of the advertisement
	 <ul style="list-style-type: none"> • "Does Medical Cannabis Have Any Side Effects?" • "Side effects associated with either CBD or THC may include fatigue, vertigo, nausea, vomiting, fever, decreased or increased appetite, dry mouth and diarrhoea. However, most of these side effects are rare – medical cannabis is usually well-tolerated." • "The Exciting Future of Medical Cannabis" • "In the coming years, we're likely to see more and more research into medical cannabis and its benefits. We're already seeing some promising results with using medical cannabis to help manage a variety of conditions." • "Thousands of Australians have joined the medical cannabis community since 2016 and the number is only going to grow as more people begin to see its exciting potential." • "Powered by Alternaleaf" • "CANNAVERSE" 		
36.	<p>An article titled 'How To Find A Medical Cannabis Doctor', which displayed the following statements:</p> <ul style="list-style-type: none"> • "Back to Alternaleaf" • "Written by Alternaleaf Team" • "While more and more people are starting to use medical cannabis in Australia, many of us still aren't clear on how and where it can be prescribed. This post should help clear up a few questions you may have, such as where you can find a medical cannabis doctor, what a medical cannabis card is and the legality of CBD oil in Australia." • "Over 90% of the 390,000 medical cannabis prescriptions since 2016 were prescribed under the SAS. As a patient, you don't have to worry about the SAS or APS." • "Any doctor in Australia can prescribe medical cannabis, as long as they're willing to go through the SAS or the APS, the two schemes outlined above." • "Dedicated medical cannabis clinics offer confidential consultations with a doctor who knows the potential benefits and risks of medical cannabis. Don't worry if there's not one near you – medical cannabis clinics usually offer telehealth appointments, so you can book a consultation regardless of where you live. If you receive a prescription from a medical cannabis clinic you can purchase your medication and have it discreetly delivered to your front door." • "Medical cannabis cards explain that you have been approved by the Therapeutic Goods Administration (TGA) to use medical cannabis for your diagnosed condition, and include your name, patient ID, date of birth and when your card was issued. As you might imagine, only approved medical cannabis patients can legally obtain a medical cannabis card." • "Even though it's an emerging treatment option, getting a medical cannabis prescription is straightforward, provided you are eligible for one." • "CANANVERSE" 	https://www.alternaleaf.com.au/post/how-to-find-cannabis-doctor	From at least 2 February 2024 to at least 3 April 2024
37.	<p>An article titled 'The Health Benefits Of Medical Cannabis: What Does The Research Say?', which displayed the following statements:</p> <ul style="list-style-type: none"> • "Back to Alternaleaf" 	https://www.alternaleaf.com.au/post/the-health-benefits-of-medical-cannabis-what-does-the-research-say	From at least 2 February 2024 to at least 3 April 2024

No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> • “CANNAVERSE” • “Health & Benefits” • “In Australia, doctors can prescribe medical cannabis for more than 130 chronic conditions, including epilepsy, anxiety, fibromyalgia, multiple sclerosis and cancer pain.” • “The potential health benefits of medical cannabis is an area of emerging research. While a lot of the early studies are promising – and anecdotal evidence from patients is undeniably strong – a lot more high quality research is required before we can talk definitively about how cannabis might treat many of the conditions it’s currently prescribed for.” • “Benefits Of Cannabis For Pain Relief” • “A 2022 meta-analysis found that high THC products were associated with moderate levels of pain reduction, while more balanced products offered slight improvements.” • “Another 2018 review found that cannabis was most effective in controlling “neuropathic pain, allodynia, medication-rebound headache, and chronic noncancer pain” • “A study on fibromyalgia – a condition that can cause chronic pain in many parts of the body – found positive results with CBD use. Of 890 CBD users, the majority reported that CBD provided slight to strong pain relief.” • “In a small study on chronic pain among elite athletes, patients were treated with topical CBD cream and asked to rate their pain before and after treatment. All patients found that they had less pain around the home, while 93% reported improved pain tolerance when socialising, working and during recreational activities.” • “Benefits For Anxiety & Depression” • “Recently, the interest in plant medicine to assist in managing anxiety and depression has grown significantly across the globe. Recent reviews of current literature suggest that cannabis treatment may be beneficial for some sufferers, however more well designed research is required in this area.” • “Benefits For Inflammation” • “The discovery of CB2 receptors in the immune cells is suggestive of the potential benefits of cannabis as an immune system regulator. This has caused wide-spread excitement for the potential applications of cannabis in inflammatory conditions such as arthritis, Crohn’s disease, psoriasis and even acne.” • “Benefits For Cancer Symptoms” • “There’s currently no evidence that suggests medical cannabis could be used to treat cancer, but it may be useful in managing some of the symptoms. Cancer patients may experience pain, anxiety and nausea – symptoms that medical cannabis can potentially reduce.” • “Studies generally support medical cannabis use to manage nausea and vomiting, particularly in patients who are undergoing chemotherapy and seeking relief from the side effects. In Australia, the TGA has assessed that medical cannabis could be beneficial in the prevention and management of nausea, but further research is required.” • “Benefits For Neurological Disorders” • “Medical cannabis may help manage the symptoms of neurological disorders such as multiple sclerosis (MS) and Parkinson’s disease.” • “CBD may have benefits for pain and muscle spasticity associated with MS. Nabilone, a medicine containing a synthetic version of THC, may also be effective at treating muscle spasticity.” • “Parkinson’s disease, a neurological disorder that can cause shaking, stiffness, and coordination difficulties may also benefit from medical cannabis. A study looked at CBD’s effects and how it may improve sleep and quality of life in those experiencing Parkinson’s disease. The study was optimistic about medical cannabis’s role in treating Parkinson’s, but emphasised that more studies are needed.” • “Benefits For Epilepsy” • “Medical cannabis is sometimes prescribed alongside other medications to help manage symptoms of epilepsy. CBD may have anticonvulsant properties, and CBD products such as Epidyolex are TGA approved for treating seizures brought on by rare forms of childhood epilepsy such as Lennox-Gastaut syndrome and Dravet syndrome.” • “Benefits For Sleep Disorders & Insomnia” • “Anecdotal reports of Cannabis improving sleep have been around for generations. So, what does the science say? A recent review suggested cannabis-based products demonstrated benefit in patients whose sleep is disturbed by pain and showed no difference between patients that used THC or CBD.” • “Recent research suggests that CBD can have a sedating effect, increase sleep duration and reduce the frequency of waking for some patients.” • “A recent randomised, crossover trial on medical cannabis for insomnia looked at the effects of a new cannabinoid formulation that included THC, CBD and a minor cannabinoid known as CBN. The study’s participants reported an improvement in time taken to fall asleep, time spent asleep and feelings of being more refreshed and rested when waking.” • “Medical cannabis may help manage several conditions, such as anxiety, chronic pain and epilepsy. Cannabis’s role in managing conditions such as cancer, inflammation, insomnia and depression is somewhat promising, but needs more research.” • “Powered by Alternaleaf” 		

No.	The advertisement	Location	Date(s) of the advertisement
38.	<p>An article titled ‘What Is Cannabis Oil? Benefits, Effects, and More’, which displayed the following statements:</p> <ul style="list-style-type: none"> • "Back to Alternaleaf" • "Health & Benefits" • "Written by Alternaleaf Team" • "Oils are a more recent innovation in the medical cannabis field and allow for highly targeted therapies and more efficient dosing." • "Cannabis oil with THC is primarily being researched for its potential treatments of pain relief, nausea and insomnia, while CBD oil research is mostly focussed on anxiety, depression and epilepsy." • "One of the most commonly cited benefits of cannabis oil is pain relief. Preliminary research suggests that THC and CBD oil could have pain-relieving properties, and they may be effective at managing chronic pain conditions such as arthritis, multiple sclerosis and neuropathic pain. THC oil in particular has been shown to be effective in managing pain associated with cancer treatments." • "Another potential benefit of cannabis oil is anxiety reduction. CBD oil has been shown to be effective in reducing anxiety symptoms in people with conditions such as social anxiety disorder and post-traumatic stress disorder (PTSD)." • "Cannabis oil may also be effective as a sleep aid. THC oil has been shown to improve sleep quality in people with conditions such as sleep apnea and chronic pain. CBD oil may also be effective in improving sleep quality and reducing insomnia symptoms." • "Some studies have suggested that cannabis oil may be effective in reducing inflammation, which is a contributing factor in many chronic diseases such as arthritis, heart disease and inflammatory bowel disorders. Cannabis oil may also have neuroprotective properties and may be of benefit in the treatment of conditions such as epilepsy, multiple sclerosis and Alzheimer’s disease." • "Since legalisation, medical cannabis has been prescribed for more than 130 different conditions in Australia." • "Cannabis oil is a promising treatment option for a range of conditions, including chronic pain, anxiety, cancer-related nausea and appetite loss, epilepsy and sleep disorders." • "Powered by Alternaleaf" • "CANNAVERSE" 	https://www.alternaleaf.com.au/post/what-is-cannabis-oil-benefits-effects	From at least 6 February 2024 to at least 3 April 2024
39.	<p>An article titled ‘How To Use CBD Oil: Dosage, Safety Tips & More’, which displayed the following statements:</p> <ul style="list-style-type: none"> • "Back to Alternaleaf" • "CBD products typically have few side effects, are easy to use and don’t produce the psychoactive effects associated with tetrahydrocannabinol (THC)." • "If you’re interested in fast relief, vaping may suit you best." • "A slower acting, but more discreet and simple way of consuming CBD oil is sublingual administration ... Alternatively, you can also ingest CBD via a capsule or lozenge, which may simplify the process even further." • "Finally, there are topical CBD products – creams and lotions that you would typically use for skin-related conditions and pain management. This option may be useful if you experience localised pain. Being able to directly apply CBD to a painful area may offer faster relief, but the evidence for this so far is mostly anecdotal." • "The Potential Benefits of CBD Oil" • "How CBD may benefit different conditions is an area of emerging research, but the main conditions being explored are around pain management and anxiety." • "For other conditions such as anxiety and chronic pain, there are no TGA-approved CBD products, but there are some promising studies and anecdotal accounts." • "A 2021 survey of 2,701 people with fibromyalgia – a condition that causes chronic pain throughout the body – found that CBD generally reduced their pain. CBD might also help with endometriosis or chronic pelvic pain. Cannabinoid receptors have been found in the endometrium, meaning CBD can act on these receptors, potentially reducing pain and inflammation related to endometriosis." • "As to how CBD may benefit anxiety – the exact mechanism isn’t yet fully understood, but there have been several encouraging studies. One review of major studies found that CBD may have some anxiety-relieving properties." • "Meanwhile, a randomised, controlled trial from 2019 found that CBD may reduce anxiety in people experiencing social anxiety disorder. Finally, another 2019 study showed some evidence for treating anxiety and improving sleep quality." 	https://www.alternaleaf.com.au/post/how-to-use-cbd-oil	From at least 2 February 2024 to at least 3 April 2024

No.	The advertisement	Location	Date(s) of the advertisement
	 <p>Potential benefits of CBD oil</p> <ul style="list-style-type: none"> • Pain reduction • Sleep improvements • Improves heart health • Anti inflammatory • Lessens anxiety and depression • Revitalising and protecting skin <ul style="list-style-type: none"> • "Any medication can cause side effects, and CBD oil is no exception. Thankfully, CBD oil is usually well-tolerated, and if you do experience side effects they will likely be minor." • "CBD oil can be consumed in a variety of ways – knowing the advantages of each can help when you speak to a doctor about what might be best for you." • "CBD oil is an exciting, relatively new treatment option. Staying informed can help make sure you get the most out of your treatment while making sure you stay safe." • "Powered by Alternaleaf" • "CANNAVERSE" 		
40.	<p>An article titled 'Mythbusting: Medical Cannabis Always Causes a High', which displayed the following statements:</p> <ul style="list-style-type: none"> • "Back to Alternaleaf" • "Science of Cannabis" • "Written by Alternaleaf Team" • "Cannabidiol (CBD), on the other hand, interacts with our nervous system differently. It can have an anti-anxiety and anti-inflammatory effect, but it doesn't alter our perception or behaviour as THC does." • "These CBD-dominant medicines are most commonly used to treat chronic pain and anxiety." • "Like all medicines, there are possible side effects to using medical cannabis, and these can include nausea, fatigue, drowsiness, and changes in appetite. But as the CAMS survey demonstrates, side effects are commonly described as "mild and tolerable."" • "This is especially true for CBD-dominant products. The TGA concludes that "at low doses [up to 60mg/day], CBD appears to have an acceptable safety and tolerability profile."" • "So the truth is, medical cannabis doesn't always cause a high. If you want to avoid the psychoactive effects of cannabis but still experience the medical benefits, you can. There are plenty of prescription products available that contain low or no THC and can be used to treat a range of conditions." • "Powered by Alternaleaf" • "CANNAVERSE" 	https://www.alternaleaf.com.au/post/mythbusting-medical-cannabis-always-causes-a-high	From at least 19 January 2024 to at least 5 April 2024
41.	<p>The Process page of the Alternaleaf website, which displayed the following statements:</p> <ul style="list-style-type: none"> • "How it works: Our simple process makes it easy for you to access our leading cannabis care team" • "Pre-screen: you may be suitable for medical cannabis if other treatments have failed to relieve your symptoms or caused side effects. Take our quick, complimentary screening to see if you are eligible for a consultation with our qualified doctors." • "Consultation: Our leading cannabis care team works with you to understand your health concerns and history and provide a treatment plan tailored to your needs. Our telehealth consultations mean you get access to the best care from the comfort of your home." • "Delivery: We simplify your healthcare journey by delivering your treatment directly to your door, no matter where you are in Australia." • "Patient portal: Managing your medication just got more personalised, streamlined and simple. Order refill medication, book follow-up consultations and browse products on the go." • "Begin your medical cannabis journey today" • "Initial consultation \$149 \$79 for new patients, no referral required, 30 minutes" • "No hidden fees. No charge if your doctor concludes you are not eligible for medical cannabis." 	https://www.alternaleaf.com.au/process	On at least 22 February 2023

No.	The advertisement	Location	Date(s) of the advertisement
42.	The Process page of the Alternaleaf Website, which displayed the following statements: <ul style="list-style-type: none"> "How it works: Find out if you could benefit from plant medicine with our simple online process." "At a flat \$79 for your initial consultation, Alternaleaf offers some of the best value plant medicine care in Australia - and if your Alternaleaf doctor decides plant medicine isn't the right option, you won't be charged." "Follow-up consultations are only \$59" "Concession Program Benefits" "Receive 10% off all consultation and medicine costs, as well as access to an exclusive concession range of plant medicine." ["Concession pricing: Alternaleaf offers 10% off all consultation and medicine costs for eligible patients."] 	https://www.alternaleaf.com.au/process	<p>From at least 19 July 2023 to at least 21 September 2023</p> <p>Square bracketed text: on at least 19 July 2023</p>
43.	The Process page of the Alternaleaf website, which displayed the following statements: <ul style="list-style-type: none"> "INITIAL CONSULTS ONLY \$79!" "CANNAVERSE" "Find out if you could benefit from plant medicine with our simple online process." "Fill out a quick pre-screening form to see if you're suitable for plant medicine. You could be eligible if you have a condition that has lasted for longer than 3 months and other treatments have failed to provide relief or caused unwanted side effects." "Online, anywhere, Australia wide" "Once you have your treatment plan, you can order your plant medicine and have it delivered to your door in a discreet box." "Re-order medication, manage your prescriptions and book follow-up appointments with our easy-to-use patient portal" "Our patient care team is here to help at every step. Talk to our experienced nurses and get the support you need. Start now." "Transparent & Affordable pricing" "Now only \$79" "A flat \$79 for your initial consultation, Alternaleaf offers some of the best value plant medicine care in Australia - and if your Alternaleaf doctor decides plant medicine isn't the right option, you won't be charged." 	https://www.alternaleaf.com.au/process	On at least 11 December 2023
44.	The Process page of the Alternaleaf website, which displayed the following statements: <ul style="list-style-type: none"> "INITIAL CONSULTS ONLY \$79!" "CANNAVERSE" "Find out if you could benefit from plant medicine with our simple, entirely online process." "Plant medicine can be prescribed for any condition that has lasted for 3+ months, where other treatments didn't fully improve the condition or produced unwanted side effects." "Online doctor's appointment...Know you're talking to an expert in plant medicine." "Express delivery, Australia-wide" "If eligible for plant medicine, your prescription will be delivered to your door via Express Post." "Medication delivered in a discreet box." "Order your medication through the easy-to-use Alternaleaf Portal." "Once you have your treatment plan, you can order your plant medicine and have it delivered to your door in a discreet box." "Re-order medication, manage your prescriptions and book follow-up appointments with our easy-to-use patient portal" "Your patient portal" "Manage your prescription, order medication and book appointments with the Alternaleaf Portal, your personalised patient account." "Take control of your plant medicine care" 	https://www.alternaleaf.com.au/process	On at least 22 December 2023
45.	The How it works page for the Alternaleaf Website, which displayed the following statements: <ul style="list-style-type: none"> "CANNAVERSE" "Plant medicine can be prescribed for any condition that has lasted for 3+ months, where other treatments didn't fully improve the condition or produced unwanted side effects." "If eligible for plant medicine, your prescription will be delivered to your door via Express Post." "Take control of your plant medicine care" "Manage your prescription, order medication and book appointments with the Alternaleaf Portal, your personalised patient account." 	https://www.alternaleaf.com.au/process	On at least 19 February 2024

No.	The advertisement	Location	Date(s) of the advertisement
46.	<p>The Cannabinoids page of the Alternaleaf website, which displayed the following statements:</p> <ul style="list-style-type: none"> "Medical cannabis treatment focuses on using cannabis with controlled levels of cannabinoids. That is why it is so important to make sure you get a prescription through a qualified doctor, for legal and reliable cannabis that is recognised by the Therapeutic Goods Administration here in Australia (TGA)." "We are a team of qualified GPs and nurses and we use our extensive experience in general practice to assess the new information about medical cannabis, and the introduction of TGA-approved medication in the Australian healthcare system." 	https://www.alternaleaf.com.au/cannabinoids	On at least 22 February 2023
47.	<p>The Patient Access page of the Alternaleaf website, which displayed the following statements:</p> <ul style="list-style-type: none"> "Circuit is an online portal where you can manage your cannabis prescriptions and consultations, all in one place." "Order refill medication" "Book follow-up consultations" "Browse product offering" 	https://www.alternaleaf.com.au/patient-access	On at least 22 February 2023
48.	<p>The Complete Guide to Medical Cannabis page of the Alternaleaf website, which displayed the following statements:</p> <ul style="list-style-type: none"> "What Conditions Qualify for Treatment with Medical Cannabis?" "There is no defined list of conditions that qualify patients for treatment with medical cannabis in Australia. However, according to the latest reporting from the TGA, the top chronic conditions approved for treatment with medical marijuana are: <ul style="list-style-type: none"> Chronic pain Anxiety Cancer-related pain and symptoms Sleep disorders and insomnia Neuropathy Post-traumatic stress disorder But this list isn't exhaustive. Health Direct suggests there is a growing body of research exploring medical cannabis for the following chronic conditions as well: <ul style="list-style-type: none"> Epilepsy Multiple sclerosis Nausea and vomiting due to chemotherapy Palliative care" "Again, if you have questions about whether or not cannabis would work for you, the best way to find out is by booking a consultation with us". "What about CBD Oil in Australia?" "Many patients come to alternaleaf on a quest to buy CBD oil. Perhaps this isn't a surprise since CBD oil in Australia has earned a lot of media attention over the last few years. "Cannabidiol is one of the main cannabinoids produced by the cannabis plant. It's non-intoxicating, well tolerated, and increasingly well studied. What's more, because it doesn't trigger a 'high', it also has a lower risk of side effects compared with its cousin, THC." "What is Australia's Special Access Scheme?" "As per the TGA, The special Access Scheme (SAS) allows certain health practitioners to access therapeutic goods (such as medicines, medical devices, or biologicals) that are not included in the Australian Register of Therapeutic Goods (ARTG) for a single patient. To translate, doctors can prescribe medical cannabis to Australians even though it is not currently listed on the Australian Registry of Therapeutic Goods." "Doctors, like those on the alternaleaf patient care team, are empathetic and non-judgment[al] in all their patient consultations. Following a consult and an eligibility assessment, doctors then issue a medical cannabis prescription." "The good news for patients is that cannabis prices are trending downwards in Australia. In addition, the vast majority of private health insurers cover at least some of the medical marijuana price." "How much is the consultation? Our initial consultation is just \$99, one of the lowest available, for access to some of the countries [sic] most experienced, AHPRA approved doctors. The follow-up is a reduced rate of \$59." "How To Get an Australian Medical Marijuana Card" "There are no officially issued medical marijuana cards in Australia, either by the Commonwealth of Australia or the states and territories. However, if you are an alternaleaf patient, you will receive a medical marijuana card that confirms you have been approved to use medical cannabis. Alternaleaf's medical cannabis card includes details like your name, date of birth, and patient identification number. "Step by Step: How to Access Medical Marijuana" "You don't need to resort to the black market to buy medical cannabis, nor do you need to 'buy' a medical cannabis card. Instead, it all starts with a simple consultation." "At alternaleaf, the consultation process is a straightforward 5-step process." 	https://www.alternaleaf.com.au/complete-guide-to-medical-cannabis	On at least 22 February 2023

No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> “1. Eligibility Screening and Booking. We start with a quick online questionnaire with easy yes-or-no questions. Once complete, you schedule your consultation at a time that works for you. 2. Your Pre-Assessment Consultation: Your pre-assessment consultation is with a registered nurse. This is an open conversation to better understand your medical history, current chronic condition(s), what treatments you have tried in the past, and whether or not they provided relief.” “4. Medical Cannabis Prescription Dispensing and Delivery: Once you’ve received a prescription, our partner Montu will take it from here and ship your medication to our network of partner pharmacies. The good news is that the prescription is sent directly to your home address, with no need for you to leave your home to pick it up. Need a refill? Circuit, your personalised patient platform, makes it easy to schedule a new order when you need it.” “What Types of Cannabis Products Are Available?” “Under the Special Access Scheme, the TGA has categorised all commercially available medical cannabis products based on their cannabinoid potency.” “There may be over a hundred known cannabinoids, but the two main cannabinoids to note here include cannabidiol (CBD) and tetrahydrocannabinol (THC). Both have therapeutic properties, but THC is the only cannabinoid that is intoxicating. When combined with CBD, the ‘high’ from THC is somewhat tempered – hence why the TGA has created the following five categories based on the ratio of THC to CBD” “...Australians now have access to more than 200 types of medical cannabis products in the following approved formats: flower, oils, capsules, creams, lozenges & wafers, sprays, bubble hash (crystals, kief)” 		
49.	<p>The Complete Guide to Medical Cannabis page of the Alternaleaf website, which displayed the following statements:</p> <ul style="list-style-type: none"> “What Types of Cannabis Products Are Available?” “Under the Special Access Scheme, the TGA has categorised all commercially available medical cannabis products based on their cannabinoid potency.” “There may be over a hundred known cannabinoids, but the two main cannabinoids to note here include cannabidiol (CBD) and tetrahydrocannabinol (THC). Both have therapeutic properties, but THC is the only cannabinoid that is intoxicating. When combined with CBD, the ‘high’ from THC is somewhat tempered - hence why the TGA has created the following five categories based on the ratio of THC to CBD”. “...Australians now have access to more than 200 types of medical cannabis products in the following approved formats: flower, oils, capsules, creams, lozenges & wafers, sprays, bubble hash (crystals, kief)” “What about CBD Oil in Australia?” “Cannabidiol is one of the main cannabinoids produced by the cannabis plant. It’s non-intoxicating, well tolerated, and increasingly well studied. What’s more, because it doesn’t trigger a ‘high’, it also has a lower risk of side effects compared with its cousin, THC.” “What is Australia’s Special Access Scheme?” “As per the TGA, The special Access Scheme (SAS) allows certain health practitioners to access therapeutic goods (such as medicines, medical devices, or biologicals) that are not included in the Australian Register of Therapeutic Goods (ARTG) for a single patient. To translate, doctors can prescribe medical cannabis to Australians even though it is not currently listed on the Australian Registry of Therapeutic Goods.” "What Conditions Qualify for Treatment with Medical Cannabis?" <p>"There is no defined list of conditions that qualify patients for treatment with medical cannabis in Australia. However, according to the latest reporting from the TGA, the top chronic conditions approved for treatment with medical marijuana are:</p> <ul style="list-style-type: none"> ○ Chronic pain ○ Anxiety ○ Cancer-related pain and symptoms ○ Sleep disorders and insomnia ○ Neuropathy ○ Post-traumatic stress disorder <p>But this list isn't exhaustive. Health Direct suggests there is a growing body of research exploring medical cannabis for the following chronic conditions as well:</p> <ul style="list-style-type: none"> ○ Epilepsy ○ Multiple sclerosis ○ Nausea and vomiting due to chemotherapy ○ Palliative care" <ul style="list-style-type: none"> The good news for patients is that cannabis prices are trending downwards in Australia. In addition, the vast majority of private health insurers cover at least some of the medical marijuana price.” How To Get an Australian Medical Marijuana Card” “There are no officially issued medical marijuana cards in Australia, either by the Commonwealth of Australia or the states and territories. However, some clinics provide a medical marijuana card that confirms you have been approved to use medical cannabis. The card typically includes details like your name, date of birth, and patient identification number.” “Step by Step: How to Access Medical Marijuana” “You don’t need to resort to the black market to buy medical cannabis, nor do you need to ‘buy’ a medical cannabis card. Instead, it all starts with a consultation.” “The typical consultation process is as follows”. 	https://www.alternaleaf.com.au/complete-guide-medical-cannabis	On at least 28 July 2023

No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> 1. Eligibility screening and Booking. An online questionnaire with yes or no questions. Once complete, you schedule your consultation at a time that works for you. 2. Your Pre-assessment consultation. Your pre-assessment consultation is with a registered nurse. This is an open conversation to better understand your medical history, current chronic condition(s), what treatments you have tried in the past, and whether or not they provided relief. 3. Your consultation with a prescribing doctor. Following the pre-assessment, you'll have a consultation with your doctor. This consultation takes about 10 minutes. It's here where you'll get to ask any questions you might have, and the doctor may prescribe specific cannabis medications. 4. Medical Cannabis Prescription Dispensing and Delivery: Once you've received a prescription, your medication will be dispensed by a pharmacy. The prescription is typically sent directly to your home address, with no need for you to leave your home to pick it up." 		
50.	The About page for the Alternaleaf website, which displayed the following statements as text, or text within images <ul style="list-style-type: none"> "Hi, we're alternaleaf, leaders in cannabis care." "We believe everyone should have the option to access natural alternatives over conventional medicines, and yet only 5% of Australian doctors are currently prescribing cannabis." "We are here to help you get the right care so you can manage pain, anxiety, insomnia, mental health and other conditions, and live a better life." "We are setting new standards in cannabis care by connecting thousands of Australians to qualified doctors and support you through our dedicated patient care team." "We are working with Australia's leading prescribers and have created an integrated ecosystem that provides our patients with a seamless experience from end-to-end." "Meet the experts in cannabis care" "Our team is experienced in medical cannabis, general practice, pain management, mental health, sleep disorders, oncology, women's health, nursing, and holistic health." 	https://www.alternaleaf.com.au/about	On at least 22 February 2023
51.	The About Us page on the Alternaleaf Website, which displayed the following statement as text, or text within images: <ul style="list-style-type: none"> "ANNOUNCEMENT: INITIAL CONSULTS NOW \$79" "Alternaleaf is Australia's leading plant medicine clinic" "We are here to help you get the right care so you can manage your chronic condition and live a better life." "We work with Australia's leading plant medicine specialists and prescribers to provide our patients with a seamless, empathetic experience from end-to-end." "Meet the experts in plant-based medicine" "Our team is experienced in plant-based medicine, general practice, pain management, mental health, sleep disorders, oncology, women's health, nursing, and holistic health." . 	https://www.alternaleaf.com.au/about-us	On at least 19 May 2023
52.	The About Us page on the Alternaleaf Website, which displayed the following statements as text, or text within images: <ul style="list-style-type: none"> "Alternaleaf is Australia's leading plant medicine clinic. Our mission is simple: to help you on your journey to better health." "Our doctors are Australian Health Practitioner Regulation Agency (AHPRA) registered GPs with many years of experience in general practice and a special interest in chronic pain, anxiety, mental health, sleep disorders and more." Heading titled, "The Alternaleaf promise" appears half way down the page. Underneath this: <ul style="list-style-type: none"> "Experienced plant medicine doctors" "Discreet home delivery, Australia wide" "Dedicated, responsive Patient Care Team to support your care" "Personalised treatment plans" "Telehealth consultations from anywhere in Australia" "Competitive and transparent pricing" "Patient portal to manage your medications and appointments online" "Meet the experts in plant medicine". "Our caring and knowledgeable clinical team is experienced in plant medicine and specialises in general practice, pain management, mental health, sleep disorders, oncology, women's health and holistic care." 	https://www.alternaleaf.com.au/about-us	On at least 19 July 2023
53.	The About Us page on the Alternaleaf Website, which displayed the following statements as text, or text within images: <ul style="list-style-type: none"> "INITIAL CONSULTS ONLY \$79!" "Alternaleaf is Australia's leading plant medicine clinic" 	https://www.alternaleaf.com.au/about-us	On at least 11 December 2023

No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> Our mission is simple: to help you on your journey to better health." "Alternaleaf is harnessing the telehealth revolution to help tens of thousands of Australians access plant medicine alternatives. From booking a consultation to medicine delivery, Alternaleaf ensures that patients are receiving the treatment they need, when they need it." "Backed by an exceptional patient care team and hundreds of qualified doctors..." "Our doctors are Australian Health Practitioner Regulation Agency (AHPRA) registered GPs with many years of experience in general practice and a special interest in chronic pain, anxiety, sleep disorders and more." "Experienced plant medicine doctors" "Patient portal to manage your medications and appointments online" "Discreet home delivery, Australia wide" "Meet the experts in plant medicine" "Our caring and knowledgeable clinical team is experienced in plant medicine and specialises in general practice, pain management, mental health, sleep disorders, oncology, women's health and holistic care." 		
54.	The About Us page on the Alternaleaf Website, which displayed the following statements as text, or text within images: <ul style="list-style-type: none"> "Alternaleaf is Australia's leading plant medicine clinic" "Our doctors are Australian Health Practitioner Regulation Agency (AHPRA) registered practitioners with years of experience in general practice and a special interest in chronic pain, anxiety, mental health, sleep disorders and more." "We work with Australia's leading plant medicine specialists and prescribers to provide our patients with a seamless, empathetic experience from end-to-end." "The Alternaleaf promise...Experienced plant medicine doctors" "Our caring and knowledgeable clinical team is experienced in plant medicine and specialises in general practice, pain management, mental health, sleep disorders, oncology, women's health and holistic care. Meet our doctors & nurses" "Christina, Doctor, 9 years of experience. Areas of expertise: Chronic pain, mental health, palliative care" "Joanna, Doctor, 7 years of experience. Areas of expertise: women's health, indigenous health, skin cancer" 	https://www.alternaleaf.com.au/about-us	On at least 22 December 2023
55.	The About Us page for the Alternaleaf website, which displayed the following statements as text, or text within images <ul style="list-style-type: none"> "CANNAVERSE" "Alternaleaf is Australia's leading online plant medicine clinic" "We work with Australia's leading plant medicine specialists and prescribers to provide our patients with a seamless, empathetic experience from end-to-end." [Image] "Experienced plant medicine doctors" "Our doctors are Australian Health Practitioner Regulation Agency (Ahpra) registered practitioners with years of experience in general practice and a special interest in chronic pain, anxiety, mental health, sleep disorders and more." "Our caring and knowledgeable clinical team is experienced in plant medicine and specialises in general practice, pain management, mental health, sleep disorders, oncology, women's health and holistic care." [Profile of doctor Christina] Areas of expertise – "Chronic pain" 	https://www.alternaleaf.com.au/about-us	On at least 19 February 2024
Alternaleaf Instagram Account			
56.	The Alternaleaf Instagram displayed the following statements as text, or text within images: <ul style="list-style-type: none"> "Wondering if medical cannabis is for you?" "[emoji] Do you have a diagnosed chronic condition?" "[emoji] Have you been prescribed medication for the condition?" "[emoji] Are you unhappy with the medication or its side effects? You may be eligible." "#telehealth #medicalcannabis #cannabisclinic #CBD #THC #alternativehealth" 	https://www.instagram.com/p/ClxNh4aMGme/	From 5 December 2022 to at least 7 March 2023
57.	The Alternaleaf Instagram displayed the following statements as text, or text within images: <ul style="list-style-type: none"> "Cannabis and Alternative Therapies for ADHD: A quick Reference" "Approximately one in every 20 people in Australia has attention deficit hyperactivity disorder or ADHD. Read our quick reference guide to alternative therapies for ADHD. https://alternaleaf.co/adhd #adhd #medicalcannabis #alternativetherapies". "#adhd, #medicalcannabis, #alternativetherapies, #cannabisclinic, #insomnia" 	https://www.instagram.com/p/CnWgfcotKAH/	From at least 13 January 2023 to at least 7 March 2023

No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> “@pendergastjake - I have ADHD and have just started alternaleaf. It's been life changing. I can finally sleep regularly. I'm less anxious. I'm less aggravated. And it just slows everything down at the end of a long ass day. Highly recommend". "@pendergastjake this is great to hear thank you [emojis]" 		
58.	<p>An Instagram post from "alternaleaf" [undated] displayed an image which stated:</p> <p>"6 Benefits of Medical Cannabis Vaping"</p> <p>and, to the right of the image, stated:</p> <p>"If you've ever wondered why your doctor would prescribe a dry herb vaporiser, this blog is for you. Check out the six benefits of medical cannabis vaping and why it's a superior choice over traditional smoking methods. https://alternaleaf.co/vapeorcombust"</p> <p>and, below the post, displayed a comment from "alternaleaf" which stated:</p> <p>"#VapingvsSmoking #cannabisclinic #medicalcannabis #cannabiseducation #terpenes #thc #alternativehealth #cannabinoids #cbdOil".</p>	https://instagram.com/p/Cs24N40MZvd/	From 30 May 2023 to at least 1 December 2023
59.	<p>An Instagram post from "alternaleaf" [undated] displayed an image which stated:</p> <p>"EOFY SPECIAL" "SAVE 50% on your plant medicine consultation" "Limited time only"</p> <p>and, to the right of the image, stated:</p> <p>"Wondering whether plant medicine is for you? This month, we're making it easier to begin your journey to better health... [emoji] 4.7 from 9,000+ Google reviews [emoji] Get started with a 30-second pre-screening form".</p>	https://instagram.com/p/Cs24N40MZvd/	From 1 June 2023 to at least 1 December 2023
60.	<p>An Instagram post from "alternaleaf" [undated] displayed an image which stated:</p> <p>"A 5 Step Process for New Medical Cannabis Patients"</p> <p>and, to the right of the image, stated:</p> <p>"Curious about medical cannabis treatment but feeling uncertain about the process?...Our blog post...provides information to ensure you clearly understand accessing medical cannabis and what to expect during your journey. Discover how each step, from eligibility screening to follow-up-appointments, plays a crucial role in your treatment plan. Whether seeking relief from a specific medical condition or exploring alternative therapies, our blog post helps you navigate the complexities, empowering you with knowledge and providing support throughout your medical cannabis experience..."</p>	https://www.instagram.com/p/CtFt9qJOsw3/	From at least 5 June 2023 to at least 1 December 2023
61.	<p>An Instagram post from "alternaleaf" [undated] displayed an image which stated:</p> <p>"Patient Insights: Chronic Pain and Medical Cannabis" "96% found it effective in managing pain" "88% reported improved quality of life" "75% experienced fewer side effects than with other medications" "64% resumed activities they'd stopped due to pain" "62% stopped using other pain medications" "30%+ average reduction in reported pain"</p>	https://instagram.com/p/CxFzC5HswPY/	On 12 September 2023 to at least 1 December 2023

No.	The advertisement	Location	Date(s) of the advertisement
	<p>and, to the right of the image, stated:</p> <p>"Patient Insights: Medical Cannabis for Chronic Pain In our recent survey of patients using medical cannabis for chronic pain, here's what more than 2,900 of you told us. Your experiences are shaping the future of pain relief. [emojis]".</p>		
62.	<p>An Instagram post from "alternaleaf" [undated] displayed an image which stated:</p> <p>"Pain Awareness Month: Plant Medicine & Chronic Pain Survey Insights Pain Management Personal Stories"</p> <p>and, to the right of the image, stated:</p> <p>"[emoji] Curious about plant medicine and chronic pain? Join our free online session about the techniques for chronic pain management... ... [emoji] Pain management methods and coping mechanisms. [emoji] Survey results from the plant medicine community...".</p>	https://instagram.com/p/Cxri7FUsjX4/	From 27 September 2023 to at least 1 December 2023
63.	<p>An Instagram post from "alternaleaf" [undated] displayed an image which stated:</p> <p>"Preparing for the Holidays: Laws Around Plant Medicine Legalities Devices Nurse Q&A [image of a woman] " LaurenT. Ahpra-registered Nurse at Alternaleaf"</p> <p>and, to the right of the image, stated:</p> <p>"Heading on holiday and keen to learn the rules around plant medicine? Join our FREE online session about the legalities of plant medicine use in Australia. Plus, attend live for the chance to win our exclusive device and accessory giveaway valued up to \$600!....".</p>	https://www.instagram.com/p/Cz5yjd0tVME/	From at least 21 November 2023 to at least 6 December 2023
64.	<p>The Alternaleaf Instagram page displayed the following statements as text, or text within images:</p> <ul style="list-style-type: none"> "Plant Medicine Doctors" "Trusted by 100,000+ Australians" "ADHD what causes it?" "Going Green: The Switch to Plant Medicine - Eligibility patient experience Nurse Q&A". "Pain Awareness Month: Plant Medicine & Chronic Pain - Survey Insights Pain Management Personal Stories" 	https://www.instagram.com/p/ClkrhpLulws/	From 30 November 2022 to at least 6 December 2023
65.	<p>The Alternaleaf Instagram page displayed a video containing the following statements:</p> <ul style="list-style-type: none"> "My name is Don Wormald. I am a patient with a pain management issue...As a sixteen year old I fractured my spine and that has led to a lifetime of pain. My doctor suggested that I try another path which is using plant based medicine. That has been a godsend. When I was taking opioids...I developed a tolerance for opioids and I found that the increasingly heavy doses were unsustainable. The use of plant based medication has been an absolute game changer for management of my pain. Does it really work? My answer to that is yes. I am thoroughly enjoying my retirement. And the big issue of pain is nicely managed. A large degree of help from plant based medicine" <p>and, to the right of the video, stated:</p> <ul style="list-style-type: none"> "After 50 years attempting to manage his pain with powerful opioids and anti-inflammatories, Don sat down to tell us how plant medicine has helped him find a new lease on life...When he was 16, Don broke his spine...and has been living with constant pain ever since" "alternaleaf [emoji] Have you tried Plant Medicine? Speak to the experts, trusted by 100,000+ Aussies. Our caring team of Nurses and Doctors will see if plant medicine is right for you. It only takes 30 seconds to get started." <p>and, below that statement, comments stated:</p>	https://www.instagram.com/p/C0KyXyLPhn-L/	From at least 28 November 2023 to at least 8 January 2024

No.	The advertisement	Location	Date(s) of the advertisement
	<ul style="list-style-type: none"> "I have a similar story & are eagerly awaiting my script It is fantastic we have finally got to this point with plant medicine. The cost just needs to be lowered". "This service has change [sic] my life" 		
66.	<p>An Instagram post from "alternaleaf" [undated] displayed an image which stated:</p> <p>"Going Green: The Switch to Plant MedicineNurse Q&A"</p> <p>below and to the right of that statement, displayed a photograph of a woman and stated "Isabella O. Ahpra - registered Nurse at Alternaleaf"; and to the right of the image, stated:</p> <p>"Considering the switch to plant medicine? Join our FREE online session...the event will cover: [emoji] Costs of plant medicine ... [emoji] Conventional medicine vs plant medicine [emoji] Types of plant medicine available. ... [emoji] Live Q&A with highly qualified Alternaleaf nurse...".</p>	https://www.instagram.com/p/CykwNRsGH2/	From at least 19 October 2023 to at least 8 January 2024
67.	<p>An Instagram post from "alternaleaf" [undated] displayed an image which stated:</p> <ul style="list-style-type: none"> "63% off Initial Plant Medicine consults now \$29" "If you've been considering starting your journey to better health with plant medicine, now is the time with \$29 initial consultation for Green Friday. [emoji] Appointments are limited.... #greenfriday #plantmedicine #holistichealth [emojis]". 	https://instagram.com/p/CzsXIUFq3un/	From at least 16 November 2023 to at least 8 January 2024
Alternaleaf Facebook Account			
68.	<p>A Facebook post from "Alternaleaf" dated 17 January 2022 included the following statements:</p> <ul style="list-style-type: none"> "We have integrated with Circuit, an online portal to manage your cannabis prescriptions and consultations, all in one place." a comment from "Kylie Simmons" stated: "Cannot recommend CBD oil enough for menstrual cramps!! No more toxic painkillers!!"; and a comment from "Alternaleaf" stated: "That's so good to hear Kylie! CBD oil is just amazing" 	https://www.facebook.com/Alternaleaf	From at least 17 January 2022 to at least 23 February 2023
69.	<p>A Facebook post from "Alternaleaf" dated 17 January 2022 stated:</p> <p>"It's finally here! You can now manage your medication online [emoji] We have integrated with Circuit, an online portal to manage your cannabis prescriptions and consultations, all in one place. Personalised, streamlined, and simple. With Circuit, we put the control back in your hands. Exclusively for alternaleaf patients - log in with your registered email, or message us for support #alternaleaf #circuit #patientportal #digitalhealth #alternativemedicine #cbd lifestyle #australia".</p>	https://www.facebook.com/Alternaleaf	From at least 17 January 2022 to at least 23 February 2023
70.	<p>A Facebook post from "Alternaleaf" dated 30 December 2022 displayed a video which, when played, which stated:</p> <p>"Why choose alternaleaf?" "Leading the way in cannabis care"</p> <p>and, to the right of the video, stated:</p> <p>"Why alternaleaf? Our experienced clinical team provide caring and expert care tailored to your individual needs telehealth #cannabisclinic #medicalcannabis".</p>	https://www.facebook.com/wath/?v=531208722305860	From at least 30 December 2022 to at least 6 March 2023
71.	<p>A Facebook post from "Alternaleaf" dated 2 March [year not specified] displayed an image of and link to an article from The Age newspaper which stated, in its title, "Easing of rules around driving on medicinal cannabis a priority, Andrew says", and stated, above the image and link:</p>	https://www.facebook.com/Alternaleaf/posts/pfbid02U1jJywbeNFuHp7WDV7FA4D940	From 2 March 2023 to at least 6 March 2023

No.	The advertisement	Location	Date(s) of the advertisement
	"...This is an important development for patients who rely on medical cannabis to manage their conditions and improve their quality of life. Currently, patients who use medical cannabis may face legal consequences if they are found to be driving with THC in their system... Our clinic is committed to supporting our patients in accessing the highest quality medications to help manage their conditions and improve their quality of life. We applaud the government's efforts to improve access to medical cannabis and recognise its potential therapeutic benefits".	uoM5hW1zakiWJSyJjDWEcRAgUKJy72AcN1qTCGI	
72.	<p>A Facebook post from “Alternaleaf” displayed a photograph of a smiling women and stated, superimposed over the top of the photograph:</p> <p>"Lauren Taylor ALTERNALEAF NURSE"; and "I saw medical cannabis transform an end of life patient from vegetative to interactive"</p> <p>and, to the right of the image:</p> <p>"...Meet one of our amazing women, Lauren Taylor - a 28 year-old nurse... Before joining our team, she worked in aged care, where she witnessed the transformative power of medical cannabis. She administered it to a gentleman in palliative care who was in a vegetative state and saw how he lit up, smiled, and could interact with his loved ones again. This experience opened her eyes to the potential of medical cannabis. On maternity leave, Lauren decided to reevaluate her career and take on a role at alternaleaf to help more patients with this powerful medicine....".</p>	https://www.facebook.com/Alternaeaf/photos/a.400431465070196/740295001083839	On at least 9 March 2023
73.	<p>A Facebook post from "Alternaleaf" dated 12 September [year not specified] stated:</p> <p>"Patient Insights: Medical Cannabis for Chronic Pain In our recent survey of patients using medical cannabis for chronic pain, here's what more than 2,900 of you told us. Your experiences are shaping the future of pain relief"</p> <p>and, under that statement, displayed an image which stated:</p> <p>"Patient Insights: Chronic Pain and Medical Cannabis", "96% found it effective in managing pain", "88% reported improved quality of life", "75% experienced fewer side effects than with other medications", "64% resumed activities they'd stopped due to pain", "62% stopped using other pain medications", and "30%+ average reduction in reported pain".</p>	https://facebook.com/Alternaleaf/posts/pfbid0wR159e4cdYr5YhwL5hyUGpwwmQQcknvbdpYvK2AgSM7RA8g78myEFnT1kLEa1Aql	From at least 12 September 2023 to at least 6 December 2023
74.	<p>A Facebook post from "Alternaleaf" dated 27 September [year not specified] stated:</p> <p>"Curious about plant medicine and chronic pain? Join our free online session about the techniques for chronic pain management"</p> <p>and, under those statements, displayed an image which stated:</p> <p>"Pain Awareness Month: Plant Medicine & Chronic Pain “Survey Insights Pain Management Personal Stories".</p>	https://www.facebook.com/Alternaleaf/posts/pfbid02mc8DDV7KUxCNfTyBEMN9sMPWiuYzf2oneVJyXmXMwp9Wrkmmf3oAJPeUxUYNePC8I	From at least 27 September 2023 to at least 6 December 2023
75.	<p>A post from "Alternaleaf" dated 19 October [year not specified] stated:</p> <p>"Considering the switch to plant medicine? Join our FREE online session about the process of becoming a plant medicine patient"; "Types of plant medicine available" "Live Q&A with highly qualified Alternaleaf nurse"</p> <p>and, under those statements, displayed an image which stated:</p> <p>“Going Green: The Switch to Plant Medicine “Eligibility Patient Experience Nurse Q&A” ""Isabella O. Ahpra - registered Nurse at Alternaleaf".</p>	https://www.facebook.com/Alternaleaf/posts/pfbid02q28dp6Ww5pW9aL17tJRQxPvJyWzUrBFEuZk8mM98WbCiA6gxc58unzUw8mx9TgCbl	From at least 19 October 2023 to at least 9 January 2024

No.	The advertisement	Location	Date(s) of the advertisement
76.	<p>A Facebook post from "Alternaleaf" dated 14 January [year not specified] displayed an image which stated:</p> <p>"What are Cannabis Capsules? Benefits, Effects and More"</p> <p>and, to the right of the image, stated:</p> <p>"Cannabis capsules offer a precisely dosed, simple, and effective way of taking medical cannabis. While capsules may not get as much attention as CBD oils and flowers, they offer the same benefits just in a different format. Read more https://alternaleaf.co/capsules".</p>	<p>https://www.facebook.com/Alternaleaf/photos/a.400431465070196/706156621164344/</p>	From 14 January 2023 to at least 19 February 2024
77.	<p>A Facebook post from "Alternaleaf" dated 4 March 2023 displayed an image which stated:</p> <p>"Medical cannabis vs CBD Oil: Same Plant, Different Effects"</p> <p>and, to the right of the image, stated:</p> <p>"Wondering about the difference between medical cannabis and CBD oil? [emoji] While both come from the same plant, they have different effects and uses. Medicinal cannabis contains THC and other cannabinoids, which can have psychoactive effects and provide therapeutic benefits. On the other than, CBD oil contains only CBD and has little to no psychoactive effects, making it a popular choice for those looking to manage pain, anxiety, and other conditions without the high. Check out thi....See more".</p>	<p>https://www.facebook.com/Alternaleaf/photos/a.400431465070196/737868957993110/</p>	From 4 March 2023 to at least 19 February 2024
78.	<p>A Facebook post from "Alternaleaf" dated 18 March 2023 displayed an image which stated:</p> <p>"What are Cannabis Suppositories Benefits, Effects & More"</p> <p>and, to the right of the image, stated:</p> <p>Have you heard of cannabis suppositories? They're an alternative way of delivering therapeutic benefits of cannabis that some patients may find more effective than other methods. Our latest blog post dives into the benefits, effects, and more of cannabis suppositories. Check it out and let us know what you think! https://alternaleaf.co/suppositories; #alternaleaf #CannabisSuppositories #MedicalCannabis #NaturalHealth".</p>	<p>https://www.facebook.com/Alternaleaf/photos/a.400431465070196/745605613886111/</p>	From 18 March 2023 to at least 19 February 2024
79.	<p>A Facebook post from "Alternaleaf" dated 25 March 2023 displayed an image which stated:</p> <p>"What are Vape Carts? Benefits, Effects, and More"</p> <p>and, to the right of the image, stated:</p> <p>"Have you heard about vape carts and wondered what they are? [emojis] If you're curious about dosing format, check out our article below. We provide a detailed overview of vape carts, how they work, and their potential benefits and drawbacks. We also cover essential safety considerations, such as the potential for contamination and the importance of purchasing products from reputable sources. Whether you're a patient or just curious about this emerging method, this article gi...See more".</p>	<p>https://www.facebook.com/Alternaleaf/photos/a.400431465070196/749296880183651/</p>	From 25 March 2023 to at least 19 February 2024
80.	<p>A Facebook post from "Alternaleaf" dated 27 April 2023 displayed an image which stated above the word "Alternaleaf":</p> <p>"Cannabis and Alternative Therapies for Palliative Care: A Quick Reference"</p> <p>and, to the right of the image, stated:</p> <p>"If you or a loved one are dealing with severe illness or chronic pain, you may want to check out this informative article on Cannabis and Alternative Therapies for Palliative Care. It's a quick reference guide that explains how cannabis and other natural remedies may help alleviate symptoms and improve the quality of life for patients. https://alternaleaf.co/palliative".</p>	<p>https://www.facebook.com/Alternaleaf/photos/a.400431465070196/766601805119825/</p>	From 27 April 2023 to at least 19 February 2024

No.	The advertisement	Location	Date(s) of the advertisement
81.	<p>A Facebook post from "Alternaleaf" dated 30 May 2023 displayed an image which stated:</p> <p>"6 Benefits of Medical Cannabis Vaping"</p> <p>and, to the right of the image, stated:</p> <p>"If you've ever wondered why your doctor would prescribe a dry herb vaporiser, this blog is for you. Check out six benefits of medical cannabis vaping and why it's a superior choice over traditional smoking methods https://alteranleaf.co/vapeorcombust".</p>	https://www.facebook.com/Alternaleaf/photos/a.400431465070196/785136493266356	From 30 May 2023 to at least 19 February 2024
82.	<p>The header to the Alternaleaf Facebook page stated:</p> <p>"Plant medicine for a better you"</p>	https://www.facebook.com/Alternaleaf	From at least 6 December 2023 to at least 19 February 2024
Alternaleaf Twitter/X Account			
83.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images :</p> <p>"THC is a medical compound found in cannabis. It's deemed safe by the TGA, and there is a lot of scientific support for its use in medicine. But, like all medicines, taking too much can have the opposite effects of what's intended. alternaleaf.co/greeningout"</p> <p>"How extensive is your medical cannabis knowledge? Take advantage of our educational articles at alternaleaf.co/blogs #medicalcannabis #CBD #cannabisclinic #medicalmarijuana #cannabiseducation"</p> <p>"Cannabidiol (CBD) is a safe and non-intoxicating cannabinoid present in hemp and cannabis plants (which are members of the same species but have different textures and characteristics). It's most often found in oils, tinctures, sprays, topicals, and more."</p>	https://www.twitter.com/alternaleaf	From 21 December 2022 to at least 22 February 2023
84.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"How extensive is your medical cannabis knowledge? Take advantage of our educational articles at alternaleaf.co/blogs #medicalcannabis #CBD #cannabisclinic #medicalmarijuana #cannabiseducation"</p> <p>"Cannabidiol (CBD) is a safe and non-intoxicating cannabinoid present in hemp and cannabis plants (which are members of the same species but have different textures and characteristics). It's most often found in oils, tinctures, sprays, topicals, and more."</p>	https://www.twitter.com/alternaleaf	From 4 January 2023 to at least 22 February 2023
85.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"Terpenes are aromatic compounds found in many plants, including medical cannabis. Many terpenes have been found to hold medicinal benefits (some have more than one). Caryophyllene is one of the more common terpenes found in medical cannabis."</p> <p>"Studies suggest that caryophyllene reduces anxiety, pain and inflammation".</p>	https://www.twitter.com/alternaleaf	From 16 January 2023 to at least 22 February 2023
86.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"Pinene is one of over 100 terpenes found in medical cannabis and other plants. Terpenes are compounds, and in combination with THC, CBD, and other cannabinoids, could allow medical cannabis plants to function more completely"</p> <p>"A study on pinene concluded that it might help patients struggling with convulsions (including epilepsy), gastrointestinal disorders, arthritic pain, and asthma."</p>	https://www.twitter.com/alternaleaf	From 23 January 2023 to at least 22 February 2023
87.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"Myrcene is the most common terpene found in medical cannabis. Terpenes are present in the dusting of crystals found on the cannabis flower, known as trichomes".</p> <p>"According to research myrcene has a sedative effect. It is the most common terpene found in medical cannabis"</p>	https://www.twitter.com/alternaleaf	From 30 January 2023 to at least 22 February 2023
88.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"Topicals can be an effective solution for specific localised conditions (ex: pain, inflammation, etc.). Did you know that topicals don't lead to intoxication? Read more alternaleaf.co/creams [linked]"</p> <p>"What Are Cannabis Creams and Topicals? Benefits, Effects, and More"</p>	https://www.twitter.com/alternaleaf	From 4 February 2023 to at least 22 February 2023

No.	The advertisement	Location	Date(s) of the advertisement
89.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"There is some evidence to suggest that terpenes might work in concert with THC and CBD, creating an entourage effect. It is believed that limonene, may work in concert with CBD to reduce anxiety."</p> <p>"In clinical studies, limonene was found to help those suffering from chronic bronchitis"</p>	https://www.twitter.com/alternaleaf	From 6 February 2023 to at least 22 February 2023
90.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"Found in lavender and many citrus plants, linalool, like mycrene, has a powerful sedative effect that helps you regulate and improve your sleep patterns. It may also have anti-anxiety and mood-boosting qualities. #terpenes #medicalcannabis #cannabiseducation #cannabisclinic"</p> <p>"Linalool has a powerful sedative effect that helps you regulate and improve your sleep patterns"</p>	https://www.twitter.com/alternaleaf	From 13 February 2023 to at least 22 February 2023
91.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images :</p> <p>"If you've ever wondered why your doctor would prescribe a dry herb vaporiser, this blog is for you. Check out the six benefits of medical cannabis vaping and why it's a superior choice over traditional smoking methods. alternaleaf.co/vapeorcombust #VapingvsSmoking #MedicalCannabis"</p> <p>[image] "6 Benefits of Medical Cannabis Vaping"</p>	https://twitter.com/alternaleaf/status/1663434839654117377	From 30 May 2023 to at least 6 December 2023
92.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images :</p> <p>"Ever wondered why some patients still buy #Cannabis from the black market?"</p> <p>"Our new blog explores the reasons and how to move towards prescribed medical cannabis."</p> <p>"#MedicalCannabis #CannabisLegislation"</p> <p>"Why are patients still buying cannabis on the black market?"</p>	https://twitter.com/alternaleaf/status/1685230960562831360	From at least 29 July 2023 to at least 6 December 2023
93.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images :</p> <p>"Ever wondered why some patients still buy #Cannabis from the black market? Our new blog explores the reasons and how to move towards prescribed medical cannabis. Read more at alternaleaf.com.au/post/why-are-p... #MedicalCannabis #CannabisLegislation"</p> <p>[image]"Why are patients still buying cannabis on the black market?"</p>	https://twitter.com/alternaleaf/status/1685230960562831360	From 29 July 2023 to at least 6 December 2023
94.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"Patient Insights: Medical Cannabis for Chronic Pain"</p> <p>"In our recent survey of patients using medical cannabis for chronic pain, here's what more than 2,900 of you told us."</p> <p>"Your experiences are shaping the future of pain relief #ChronicPain #MedicalCannabis #PatientInsights"</p> <p>"Patient Insights: Chronic Pain and Medical Cannabis"</p> <p>"96% found it effective in managing pain"</p> <p>"88% reported improved quality of life"</p> <p>"75% experienced fewer side effects than with other medications"</p> <p>"64% resumed activities they'd stopped due to pain"</p> <p>"62% stopped using other pain medications"</p> <p>"30% + average reduction in reported pain"</p> <p>"Based on 2900 responses to an August 2023 survey of medical cannabis patients"</p>	https://twitter.com/alternaleaf/status/1701515504127472068	From 12 September 2023 to at least 6 December 2023
95.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images :</p> <p>"[emoji] Curious about plant medicine and chronic pain? Join our free online session about the techniques for chronic pain management tonight at 6 pm AEST. Olympian Holly Crawford will join us to share her personal experience with pain. Register here: alternaleaf.co/PainWebinar"</p> <p>[image] "Pain Awareness Month: Plant Medicine & Chronic Pain"</p> <p>Survey Insights Pain Management Personal Stories</p> <p>Kelly King, Communications Manager at Alternaleaf</p>	https://twitter.com/alternaleaf/status/1706878349824368928	From 27 September 2023 to at least 6 December 2023

No.	The advertisement	Location	Date(s) of the advertisement
	Holly Crawford, Former Olympian & Chronic Pain Advocate Nicolette Ellis, President of Chronic Pain Australia"		
96.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images :</p> <p>"Wondering whether plant medicine is for you? This month, book an initial consult with an Alternaleaf doctor for only \$39 as part of our EOFY affordability initiative. [emoji] 4.7 from 9,000+ Google reviews. [emoji] Get started with a 30-second pre-screening form. consult.alternaleaf.com.au"</p> <p>[image] "Alternaleaf, EOFY Special, Save 50% on your plant medicine consultation -> \$39 Limited time only"</p>	https://twitter.com/alternaleaf/	From 1 June 2023 to at least 8 January 2024
97.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"Considering the switch to plant medicine? Join our FREE online session on Wednesday, 25th of October at 8pm AEDT...us06web.zoom.us/webinar/regist..."</p> <p>[image] "Going Green: The Switch to Plant Medicine, Eligibility Patient Experience Nurse Q&A Kelly King, Communications Manager at Alternaleaf Isabella O., Ahpra - registered Nurse at Alternaleaf"</p> <p>[image] "Alternaleaf Live Webinar"</p> <p>and an embedded Zoom link which, when clicked on, displayed the following statements:</p> <p>"Featuring a live Q&A with an Alternaleaf nurse, this webinar will answer common questions and concerns about plant medicine, outline the steps to transition to alternative medicine and introduce you to the Alternaleaf clinic. Some of the topics we'll cover include:</p> <ul style="list-style-type: none"> ○ What's the process of becoming an Alternaleaf patient? ○ How much does plant medicine cost? ○ What types of plant medicine are available? ○ How does plant medicine compare to conventional medicine? ○ Does health insurance cover plant medicine? ○ Can I travel/drive while using plant medicine? <p>Join us and find out how our patients are finding relief and improved quality of life through plant medicine."</p>	https://twitter.com/alternaleaf/	From 19 October 2023 to at least 8 January 2024
98.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"If you've been considering starting your journey to better health with plant medicine, now is the time with \$29 initial consultations for Green Friday. [emojis] Get started with a 30-second pre-screening: consult.alternaleaf.com.au [emojis]"</p> <p>[image] "Green Friday", "Initial Plant Medicine consults now \$29 -> 63% off".</p>	https://twitter.com/alternaleaf/	From 16 November 2023 to at least 8 January 2024
99.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"Join our webinar on the legalities of plant medicine use in Australia. Attend live for the chance to win."</p> <p>An embedded Zoom link led to the following statements:</p> <p>"Featuring a live Q&A with an Alternaleaf nurse, this webinar session will have heaps of info about the legal side of plant medicine to ensure you're prepared. Including the rules around driving and travelling with plant medicine, as well as whether or not you can use plant medicine in the workplace."</p> <p>"The event will cover:</p> <ul style="list-style-type: none"> ○ Introduction to the Alternaleaf clinic ○ Legalities of travelling with plant medicine ○ Using plant medicine abroad ○ Driving while using plant medicine ○ The future of plant medicine driving laws in Australia ○ Plant medicine in the workplace ○ Becoming an Alternaleaf patient ○ Plant medicine devices & an exclusive device giveaway ○ Nurse Q&A" 	https://twitter.com/alternaleaf/	From 21 November 2023 to at least 8 January 2024

No.	The advertisement	Location	Date(s) of the advertisement
100.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images :</p> <p>"Join our webinar on the legalities of plant medicine use in Australia. Attend live for the chance to win. Wed 22 Nov 7:30 pm AEDT Register: us06web.zoom.us/webinar/regist..."</p> <p>[image] "Preparing for the Holidays: Laws Around Plant Medicine Legalities Devices Nurse Q&A Kelly King, Communications Manager at Alternaleaf Lauren T, Ahpra-registered Nurse at Alternaleaf"</p>	https://twitter.com/alternaleaf/status/1726890099374170144	From 21 November 2023 to at least 8 January 2024
101.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"Our Green Friday \$29 initial consult offer finishes on 30 Nov. If you've been considering starting your plant medicine journey, book a time today."</p> <p>[image] "Green Friday"</p> <p>[image] "Initial Plant Medicine consults now \$29 -> 63% off, Ends soon."</p>	https://twitter.com/alternaleaf/	From 28 November 2023 to at least 8 January 2024
102.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"Plant-based medicine for a better you".</p> <p>"Alternaleaf is Australia's leading plant medicine clinic, providing high-quality care to tens of thousands of patients."</p>	https://twitter.com/alternaleaf/	From 6 December 2023 to at least 8 January 2024
103.	<p>The Alternaleaf Twitter/X page displayed a tweet containing the following statements as text or text within images:</p> <p>"Did you know that Alternaleaf is a telehealth clinic? Telehealth consultations allow you to speak to your doctor over video or phone, instead of a face-to-face appointment. Head to alternaleaf.com.au to learn more. [emoji]"</p> <p>[image] "Telehealth consultations allow you to speak to your doctor over video or phone, instead of a face-to-face appointment."</p> <p>[image] "Alternaleaf, Plant medicine for a better you."</p>	https://twitter.com/alternaleaf/	From 20 December 2023 to at least 8 January 2024
Other			
104.	<p>A light projection displayed at the Pitt Street and Campbell Street intersection in Haymarket, Sydney, displayed the following statements:</p> <p>"Did you know medical cannabis has been legal since 2016?"</p> <p>"CANNAVERSE"</p> <p>"Powered by Alternaleaf"</p>	N/A	On at least 21 February 2024

ANNEXURE B: PARTICULARS OF THE MCAW ADVERTISEMENTS

No.	The advertisement	Location	Date(s) of the advertisement
105.	<p>The Home page of the MCAW website, which displayed the following statements:</p> <ul style="list-style-type: none"> “Luke A - Medicinal cannabis helped me with panic attacks and PTSD” “For 12 years, I battled chronic pain and post-traumatic stress disorder after witnessing some horrific events in my life. Things only became worse when doctors dangerously prescribed [unreadable] and opioids, which only left me addicted with no relief. My addiction...” 	https://www.medicalcannabisawarenessweek.com.au/	On at least 21 February 2023
106.	<p>The Home page of the MCAW website, which displayed the following statements:</p> <ul style="list-style-type: none"> “Join us as we raise awareness for medical cannabis, reduce the stigma, and [present a balanced view with educational resources, and risks.] The best way to participate? Share your story (all experiences welcome), and join the discussion to learn more from the patient community and qualified medical cannabis nurses.” [“Anonymous - “Sleep is Nice! I have lived with insomnia all my life. Most medications prescribed by GP's either made me feel very groggy, didn't work at all or were habit forming. In medical cannabis, I have found an alternative that helps me get to much needed sleep...”] [“C Paton - “Autoimmunue disease and Cannabis: I have Crohn's disease and auto-immune arthritis. I was diagnosed as a teenager and have had multiple surgeries across the years. I spent most of my school-age years going in and out of hospital. I've been on every immonosuppressant imaginable and live with...”] [“Grace A: It's made a huge impact on my day to day life. After catching dengue fever while travelling, it triggered rheumatoid arthritis in my joints. This chronic condition was particularly painful in my wrists and knuckles and meant I couldn't perform simple tasks such as opening a tin of beans, pulling a door open, tying my hair...”] “Anonymous User - “Managing my pain with medicinal cannabis. Managing pain has been a big part of my life. I have autoimmune issues and skeletal and muscular damage, as well as PTSD and anxiety after a severe accident. This was when I was prescribed a cocktail of pharmaceuticals to manage the pain, including...” “Anonymous - “Medical Cannabis helps my insomnia. My chronic condition is insomnia and anxiety. Before I was taking medical cannabis as medication, I had sleepless and anxious nights, and would not feel rested for the day ahead...” [“iamsuwian2 - Still a problem with work...I can't fault the benefits for myself and my family when I'm able to use cannabis vs traditional medications. I'm happier, calmer and less likely to spiral...”] “87% of patients agreed their quality of life has improved”. Next to this statement appear the following quotes: <ul style="list-style-type: none"> “It has helped me in more ways than I could ever repay” “Medical cannabis has positively transformed my ability to navigate daily life, be with my family and stay off other pain medication” “See what prominent industry leaders say about the state of medical cannabis in Australia...” <ul style="list-style-type: none"> “At Painaustralia we know treatment options for chronic pain have been reduced in recent years. We want to see consumers having access to more and more safe and legal treatment options for the unending and debilitating pain 1 in 5 Australians live with every day. We support enabling access to legal medicinal cannabis and an ever-expanding evidence base for this and many other treatments that over time we need to understand better. - Giulia Jones, CEO of Painaustralia” “Medicinal cannabis is a highly sort [sic] treatment for chronic pain, some people with chronic pain have exceptional benefits and others do not. Treatment can be difficult to access and very unaffordable. Of the hundreds of thousands of applications to Australia's medicines regulator for special access to medical cannabis, chronic pain is the top reason given, which shows the desperation from the chronic pain community to find treatment for relief. - Nicolette Ellis, President of ChronicPain Australia.” “...We have to work together to ensure a safe, regulated and tested product that meets the high standards of the TGA [and] is accessible to all patients... - Tom Varga, CEO of Biortica”. 	https://www.medicalcannabisawarenessweek.com.au/	<p>From at least 21 February 2023 to at least 7 March 2023</p> <p>Square bracketed text: from at least 28 February to at least 7 March 2023</p>
107.	<p>The FAQ page of the MCAW website, which displayed the following statements:</p> <ul style="list-style-type: none"> A comment attributed to ‘Isabella Osborn’, identified as a ‘Registered Nurse’: “... The use of medicinal cannabis in the treatment of chronic non-cancer pain and inflammation has been well established. Recent Australian research has found that medicinal cannabis may be of benefit for people with endometriosis as it appears to be effective for pelvic pain, gastrointestinal issues and mood.” A comment attributed to ‘Zoe G’, identified as a ‘Registered Nurse’: “... Medical cannabis in Australia is highly regulated to ensure patient safety and consistency of product formulation. The Therapeutic Goods Administration (TGA) conduct regular audits of cannabis medicines to ensure the plant composition labelling and quality is accurate to ensure consistency from batch to batch. This also 	https://www.medicalcannabisawarenessweek.com.au/ask-a-question	From at least 23 February 2023 to at least 28 February 2023

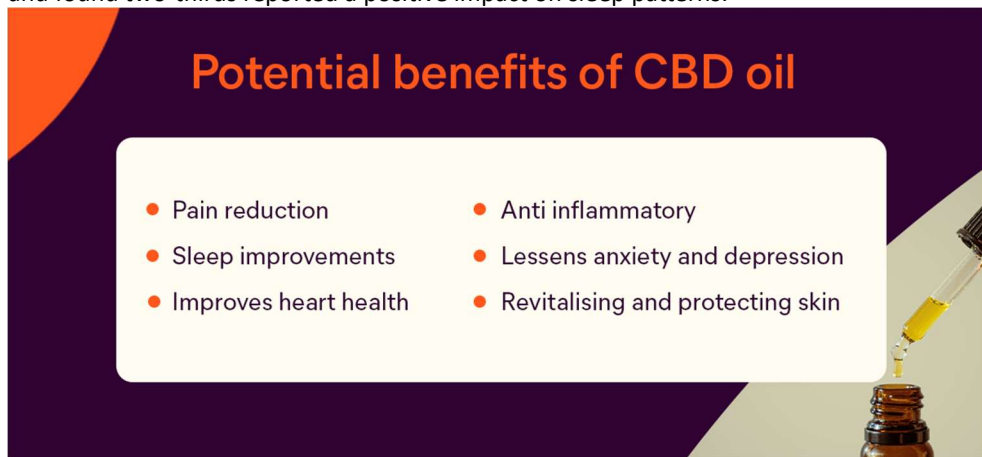
	guarantees safety and ensures all products are free from pesticides, moulds, bacteria, heavy metals and other contaminants often found in BMC [black market cannabis]."		
108.	<p>The FAQ page of the MCAW website, which displayed the following statements:</p> <ul style="list-style-type: none"> "One of the main reasons medical cannabis can be more expensive than street cannabis is the quality control and testing processes that medical cannabis must go through to ensure it is safe and effective for patients." Additionally, medical cannabis companies often invest heavily in research and development to create new strains of cannabis that are more effective for treating specific medical conditions." "Endometriosis is extremely painful, symptoms effect 1 in 9 Australian women with many reporting current treatment options provide only partial symptom relief. There is a growing evidence base around cannabinoid treatments in certain types of pain, but not everyone responds the same way and this should always be discussed with your doctor." "The Therapeutic Goods Administration (TGA) conducts regular audits of cannabis medicines to ensure the plant composition labelling and quality is accurate to ensure consistency from batch to batch. This also guarantees safety and ensures all products are free from pesticides, moulds, bacteria, heavy metals and other contaminants often found in BMC." "Some people do report restlessness, sleep disturbance, vivid dreams, an upset tummy or difficulty with temperature regulation when ceasing THC in particular. It's important to understand that these symptoms are generally short lived (a few days) and they're not dangerous, but again - you should always seek individual advice about titration and tapering with a medical professional." "Medical cannabis has been life changing for my chronic pain" "I have ADHD and I've been reading into the specific terpene 'Terpinolene' which has known 'uplifting' effects. Why I'm excited to try it is because current research being undertaken on this particular terpene for ADHD, is showing promising results." "What are the most common conditions treated by medical cannabis?" Response by Imogen P (Registered Nurse) - "...The majority are chronic pain or mental health issues - cannabis is about symptom management, so in general we see conditions where pain, anxiety and depression, associated insomnia (amongst other symptoms) are commonly present." 	https://www.medicalcannabisawarenessweek.com.au/ask-a-question	From at least 23 February 2023 to at least 8 March 2023
109.	<p>The Tell My Story page of the MCAW website, which displayed the following statements:</p> <ul style="list-style-type: none"> "Let's break the stigma around medical cannabis" "Not sure how to begin? Start with a chronic condition and the feeling before using medical cannabis. As we are breaking the stigma, share any feelings of judgment. Finally, comment on any changes in the quality of life after medicating with cannabis." [Testimonial by 'Luke A' – "It has been life changing. For 12 years, I battled chronic pain and post-traumatic stress disorder after witnessing some horrific events in my life"..."] Testimonial by 'Sam S' - "Revelatory peace of mind. I went on cannabis for anxiety but have also noticed benefits with inflammation, gut problems and insomnia. It has improved my quality of life in many ways..." "Testimonial by Olivia O - "I can now sleep through the night. I have scoliosis and suffer from constant debilitating dull pains in the lower back and due to the structure of my spine. I get frequent migraines too (twice a month that lasts for days)." "C Paton - "Autoimmune disease and Cannabis: I have Chron's disease and auto-immune arthritis. I was diagnosed as a teenager and have had multiple surgeries across the years. I spent most of my school-age years going in and out of hospital. I've been on every immunosuppressant imaginable and live with..." 	https://www.medicalcannabisawarenessweek.com.au/tell-my-story	From at least 21 February 2023 to at least 1 March 2023 Square bracketed text: on at least 21 February 2023
110.	<p>The Tell My Story page of the MCAW website, which displayed the following statements:</p> <ul style="list-style-type: none"> Testimonial by 'stitchwitch01' – "I am 76 years old and have spent the last 30 odd years living in pain from a degenerative back condition. Before discovering Medicinal Cannabis I was taking up to 60mg a day of OxyContin and was still unable to sleep through the night I also developed chronic constipation and still had many days where I was unable to leave the house or do any activities of daily living due to debilitating pain. Since discovering medical cannabis though I am now completely off OxyContin and sleep better than I have in years! I am more active than ever and finally have a good quality of life!" Testimonial by 'Ophelia Gray' – "I have been on so many mediations to control anxiety, depression, migraines, cluster headaches, trigeminal neuralgia, misc nerve pain. None of it was working without unwanted side effects. The last treatment for migraines / cluster headaches has been botox injections that cause more pain than they relieve. After a short time on botox, I am now resistant to it. It doesn't work and instead makes cluster headaches a lot worse ... As of last month I have been on medical cannabis. I take CBD oil in the morning to help me with mental related things and come 1pm, I need to have the THC oil and flower to help with the pain ... I get no negative side effects." 	https://www.medicalcannabisawarenessweek.com.au/tell-my-story	On at least 1 March 2023


	<ul style="list-style-type: none">• Testimonial by ‘torren_saxon’ – “I’m 50 years old and have suffered from Anxiety most of my life, with doctors prescribing opiates and many other drugs to treat my condition. Nun (sic) of which actually worked lol ... cannabis is the only medication that actually works with my anxiety and for me that’s huge as I have tried so many and I had just resigned myself to the fact that this was just how life is for me...”• Testimonial by ‘brenton murphy’ – “I have cannabis for relief of my glaucoma symptoms and anxiety problems. It is remarkable how it help [sic] with glaucoma symptoms, especially the pressures ... Works wonders on anxiety to.”		
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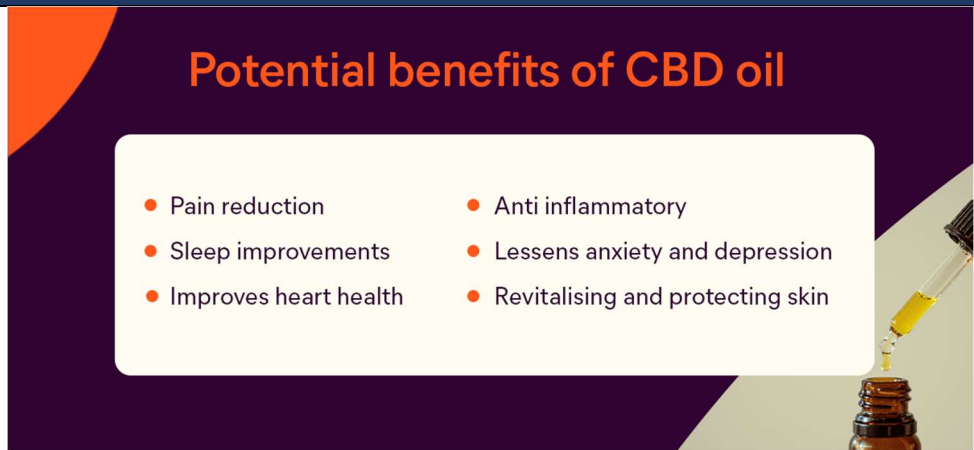
ANNEXURE C: PROHIBITED REPRESENTATIONS

No.	The representation(s)	Location	Date(s) of the representation(s)	The mental illness referred to	Advertisement reference
Alternaleaf Website					
111.	<ul style="list-style-type: none"> "Taylor C: [5 stars] 'Friend's recommendation after trying lots of treatments for my anxiety and depression. The process was way easy & received my products fast. Very happy with the service!'" "Let's talk leaf - Explore our Knowledge Hub to learn more about plant-based medicine"; "Medical Cannabis & Depression: What We Know" 	https://www.alternaleaf.com.au	On at least 11 December 2023	Anxiety Depression	See Annexure A row [3]
112.	"We are here to help you get the right care so you can manage pain, anxiety, insomnia, mental health and other conditions, and live a better life."	https://www.alternaleaf.com.au/about	On at least 22 February 2023	Anxiety	See Annexure A row [51]
113.	"Our doctors are Australian Health Practitioner Regulation Agency (AHPRA) registered GPs with many years of experience in general practice and a special interest in chronic pain, anxiety, mental health, sleep disorders and more."	https://www.alternaleaf.com.au/about-us	On at least 19 July 2023	Anxiety	See Annexure A row [53]
114.	"Our doctors are Australian Health Practitioner Regulation Agency (AHPRA) registered GPs with many years of experience in general practice and a special interest in chronic pain, anxiety, sleep disorders and more."	https://www.alternaleaf.com.au/about-us	On at least 11 December 2023	Anxiety	See Annexure A row [54]
115.	"Our doctors are Australian Health Practitioner Regulation Agency (AHPRA) registered practitioners with years of experience in general practice and a special interest in chronic pain, anxiety, mental health, sleep disorders and more."	https://www.alternaleaf.com.au/about-us	On at least 22 December 2023	Anxiety	See Annexure A row [55]
116.	<ul style="list-style-type: none"> "Our doctors are Australian Health Practitioner Regulation Agency (AHPRA) registered practitioners with years of experience in general practice and a special interest in chronic pain, anxiety, mental health, sleep disorders and more." "Our caring and knowledgeable clinical team is experienced in plant medicine and specialises in general practice, pain management, mental health, sleep disorders, oncology, women's health and holistic care." 	https://www.alternaleaf.com.au/about-us	On at least 19 February 2024	Anxiety	See Annexure A row [56]
117.	"We are a leading Australian online clinic, connecting you with qualified doctors who are highly experienced in medical cannabis and treating people with chronic conditions including chronic back pain, anxiety, insomnia, nausea and vomiting due to chemotherapy, epilepsy, mental disorders, spasticity from multiple sclerosis and more."	https://www.alternaleaf.com.au/faq	On at least 22 February 2023	Anxiety	See Annexure A row [7]
118.	<p>"There is no defined list of conditions that qualify patients for treatment with medical cannabis in Australia. However, according to the latest reporting from the TGA, the top chronic conditions approved for treatment with medical marijuana are:</p> <ul style="list-style-type: none"> ○ Chronic pain ○ Anxiety ○ Cancer-related pain and symptoms ○ Sleep disorders and insomnia ○ Neuropathy ○ Post-traumatic stress disorder" 	https://www.alternaleaf.com.au/complete-guide-to-medical-cannabis	On at least 22 February 2023 and 28 July 2023	Anxiety PTSD	See Annexure A rows [49] and [50]
119.	<ul style="list-style-type: none"> "Cannabis and Alternative Therapies for PTSD" "Cannabis and Alternative Therapies for Anxiety" "Cannabis and Alternative Therapies for Depression" 	https://www.alternaleaf.com.au/blog	On at least 22 February 2023	PTSD Anxiety Depression	See Annexure A row [14]

No.	The representation(s)	Location	Date(s) of the representation(s)	The mental illness referred to	Advertisement reference
120.	"1. Firstly, do you have a medical condition that has been causing you distress for 3+ months? TGA guidelines state you must have a medical condition for 3+ months to qualify for medical cannabis. Some examples include chronic pain, anxiety, depression, insomnia, migraine".	https://www.alternaleaf.typeform.com/to/RaoP4nrk	From at least 19 May 2023 to at least 7 June 2023	Anxiety Depression	See Annexure A row [12]
121.	"Firstly, do you have a medical condition that has been causing you distress for 3+ months? TGA guidelines state you must have a medical condition for 3+ months to qualify for plant medicine. Some examples include chronic pain, anxiety, depression, insomnia, migraine."	https://pre-screening.alternaleaf.com.au/?_gl=1*1e2prte*_ga*MTQwNTA5NTE3Ni4xNzA1OTA2OTg2*_ga_RJKT18M4RR*MTcwODY3ODAwMC4yOC4wLjE3MDg2NzgwMDAuNjAuMC4w	On at least 19 February 2024	Anxiety Depression	See Annexure A row [13]
122.	<ul style="list-style-type: none"> "Cannabis and Alternative Therapies for PTSD: A Quick Reference" "Medical Cannabis & Depression: What We Know" Cannabis & Psychosis: What Do We Know" "Cannabis and Alternative Therapies for Anxiety: A Quick Reference" 	https://www.alternaleaf.com.au/blog	On at least 20 February 2024	PTSD Depression	See Annexure A row [10]
123.	"Medical cannabis & Depression: What we Know"	https://www.alternaleaf.com.au/blog	From at least 8 January 2024 to at least 26 February 2024	Depression	See Annexure A row [16]
124.	<p><i>Matt's Story</i></p> <p>"Plant medicine had a big effect on my life, so I could manage my pain again, I could sleep properly. It allows me to do things I couldn't do before [...] I had a workplace injury 12 months ago and I have been struggling with chronic pain ever since [...] the injury I had was a broken right fibia it was called a weber fracture of the right ankle also ligament damage and severe bruising. It's been a battle for the last 12 months, I was in a moon boot for best part of 3 months, stopped healing, I was almost had an operation it's been 12 months of a lot of pain [...] I was prescribed Endone and Panadeine Forte. I didn't like the effects. I was depressed, anxious and I couldn't sleep. Brain fog, not interacting with people. I actually told the doctor after 2 and a half months, that I didn't want to take them anymore [...] I've been using plant medicine for about 7 months. I researched it for about 2 weeks and finally decided to give it a go. Pretty much noticed the effects immediately. My mental health improved a lot. It helped a lot with my anxiety. It lifted my mood and just made me feel a lot better [...] I would highly recommend anyone with chronic pain or similar conditions to me to give it a go. I am still not 100% cured but I'm getting a whole lot better [...] Plant medicine has helped me out a lot [...] I've got my life back."</p>	https://www.alternaleaf.com.au/blog	On at least 25 March 2024	Anxiety Depression	See Annexure A row [18]
125.	<p><i>Rachel's Story</i></p> <p>"My whole life changed. [...] I'm a plant medicine patient. I was diagnosed with this nerve condition called Trigeminal Neuralgia [...] I left the hospital. They had me on anti-seizure medication, OxyContin, Endone, anti-inflammatory. Lots of medicine, I didn't feel like myself [...] I tried to wean off. It was the most pain I've ever been in. Every single joint in my body was on fire. I couldn't sleep [...] And then so I actually started using CBD oil [...] So I jumped on my computer straight away and filled out the intake form. The nurse called me. I was able to tell her exactly the things that I was dealing with. It was a mix of ADD, PTSD, chronic pain [...] I got my first script and that's when things started to get really better for me. I was able to come off all my meds within about 4 weeks. My nerve pain went down. I was sleeping through the night again [...] Plant medicine has also helped me to get back in my community and friend's circle"</p>	https://www.alternaleaf.com.au/blog	On at least 25 March 2024	PTSD	See Annexure A row [19]
126.	<ul style="list-style-type: none"> "CBD Oil For Anxiety & Depression" "There have been a number of studies that suggest CBD could have a positive role in reducing anxiety symptoms, although the exact mechanism is not fully understood." 	https://www.alternaleaf.com.au/post/cbd-oil-benefits	From at least 28 September 2023 to at least 3 April 2024	Anxiety Depression	See Annexure A row [34]

No.	The representation(s)	Location	Date(s) of the representation(s)	The mental illness referred to	Advertisement reference
	<ul style="list-style-type: none"> “A review of major studies found that medical cannabis could be helpful in alleviating anxiety, although only when using cannabis strains with low quantities of THC. In one study on public speaking, participants who took a 300mg dose of CBD before speaking reported significantly reduced levels of anxiety.” “A randomised, controlled trial from 2019 found that a single dose of CBD reduced anxiety levels in patients with social anxiety disorder, while another study found that CBD had anxiolytic effects in patients with general anxiety, as well as a positive impact on sleep quality.” “CBD oil’s anti-anxiety effect could help those with sleep disorders, although more research is needed. A 2019 study looked at the effect of CBD on the sleep quality of patients with anxiety and found two-thirds reported a positive impact on sleep patterns.”  <ul style="list-style-type: none"> “If you experience conditions such as epilepsy, anxiety or poor sleep, you may want to further investigate CBD oil’s potential benefits.” 				
127.	<ul style="list-style-type: none"> “In Australia, doctors can prescribe medical cannabis for more than 130 chronic conditions, including epilepsy, anxiety, fibromyalgia, multiple sclerosis and cancer pain.” “Benefits For Anxiety & Depression” “Recently, the interest in plant medicine to assist in managing anxiety and depression has grown significantly across the globe. Recent reviews of current literature suggest that cannabis treatment may be beneficial for some sufferers, however more well designed research is required in this area.” “Medical cannabis may help manage several conditions, such as anxiety, chronic pain and epilepsy.” “Cannabis’s role in managing conditions such as cancer, inflammation, insomnia and depression is somewhat promising, but needs more research.” 	https://www.alternaleaf.com.au/post/the-health-benefits-of-medical-cannabis-what-does-the-research-say	From at least 2 February 2024 to at least 3 April 2024	Anxiety Depression	See Annexure A row [37]
128.	<ul style="list-style-type: none"> “THC can also cause an increase in appetite, commonly known as "the munchies," as well as a decrease in anxiety and pain.” “THC has also been found to have potential in treating mental health conditions, such as post-traumatic stress disorder (PTSD) and anxiety” 	https://www.alternaleaf.com.au/post/what-is-tetrahydrocannabinol-thc	From at least 14 December 2023 to at least 3 April 2024	Anxiety PTSD	See Annexure A row [29]
129.	<ul style="list-style-type: none"> “Cannabis oil with THC is primarily being researched for its potential treatments of pain relief, nausea and insomnia, while CBD oil research is mostly focussed on anxiety, depression and epilepsy.” “Another potential benefit of cannabis oil is anxiety reduction. CBD oil has been shown to be effective in reducing anxiety symptoms in people with conditions such as social anxiety disorder and post-traumatic stress disorder (PTSD).” “Cannabis oil is a promising treatment option for a range of conditions, including chronic pain, anxiety, cancer-related nausea and appetite loss, epilepsy and sleep disorders.” 	https://www.alternaleaf.com.au/post/what-is-cannabis-oil-benefits-effects	From at least 15 December 2023 to at least 3 April 2024	Anxiety Depression PTSD	See Annexure A row [38]

No.	The representation(s)	Location	Date(s) of the representation(s)	The mental illness referred to	Advertisement reference
130.	<ul style="list-style-type: none"> “How CBD may benefit different conditions is an area of emerging research, but the main conditions being explored are around pain management and anxiety.” “For other conditions such as anxiety and chronic pain, there are no TGA-approved CBD products, but there are some promising studies and anecdotal accounts.” “As to how CBD may benefit anxiety – the exact mechanism isn’t yet fully understood, but there have been several encouraging studies. One review of major studies found that CBD may have some anxiety-relieving properties.” “Meanwhile, a randomised, controlled trial from 2019 found that CBD may reduce anxiety in people experiencing social anxiety disorder. Finally, another 2019 study showed some evidence for treating anxiety and improving sleep quality.” 	https://www.alternaleaf.com.au/post/how-to-use-cbd-oil	From at least 15 December 2023 to at least 3 April 2024	Anxiety Depression	See Annexure A row [39]
131.	<ul style="list-style-type: none"> “CBD oil shows some promise in managing anxiety, but how solid is the evidence? Can the type of CBD oil and the way you use it affect how it works for anxiety?” “In this post we’ll go over the evidence for CBD oil’s effectiveness for treating anxiety, and help you decide if it might be right for you.” “What Benefits Does CBD Oil Have For Anxiety?” “What we know so far about CBD oil’s role in managing anxiety is promising, but there is a lack of well-designed research. Although, the studies that have been done show that CBD may have some use in managing anxiety disorders.” “A randomised, controlled trial from 2019 found that a single dose of CBD helped reduce anxiety related to social anxiety disorder. Another study found similar results for general anxiety, with CBD improving anxiety symptoms and sleep quality, but stated that more controlled clinical trials would help further explore CBD’s effect on anxiety.” “CBD oils typically either have very little or no THC, meaning they could be more beneficial for people with anxiety.” “Another study of 57 healthy participants found that 300mg of CBD significantly reduced anxiety levels. Researchers gave participants varying amounts of CBD or a placebo, and found that 300mg significantly reduced anxiety before a simulated public speaking test.” “We may not fully understand how CBD oil affects anxiety for a while. That being said, the early research suggests that CBD oil may be worth talking to your doctor about if you experience anxiety and have found other treatments ineffective or not well-tolerated.” 	https://www.alternaleaf.com.au/post/cbd-oil-for-anxiety	From at least 15 December 2023 to at least 3 April 2024	Anxiety Depression	See Annexure A row [22]

No.	The representation(s)	Location	Date(s) of the representation(s)	The mental illness referred to	Advertisement reference
	 <ul style="list-style-type: none"> • “Currently, there’s no agreed-upon ‘best’ way to take CBD oil for anxiety.” • “There’s no go-to CBD oil for anxiety in particular, so which CBD oil you choose will depend on your doctor’s recommendation.” • “There’s currently no evidence to suggest that one type of CBD oil might be better than another for anxiety.” • “CBD oil may be a useful supplementary treatment for anxiety, but always speak with your doctor before making any changes to your treatment plan.” 				
132.	<ul style="list-style-type: none"> • “While anxiety is a lot to deal with as those who have it know all too well, the good news is that there are many treatments for the condition. These include medication, psychological counselling, lifestyle habits and changes, and alternative therapies like CBD and medical marijuana.” • “Clinical research has shown promising results for the use of medical cannabis in the treatment of anxiety” • “A review of major studies found that medical cannabis can be helpful in alleviating anxiety, although only when using cannabis strains with low quantities of THC.” • “In one preliminary study, CBD helped reduce social anxiety triggered by public speaking. Another randomised, controlled trial from 2019 found that a single dose of CBD reduced anxiety levels in patients with social anxiety disorder. Another study found that CBD had anxiolytic effects in patients with GAD, as well as a positive impact on sleep quality.” • “While more research is needed to fully understand the effects of medical cannabis on anxiety, the evidence suggests that cannabis – and particularly using CBD cannabis oil for anxiety – may be a valuable tool for managing this common mental health condition.” • “However, it’s worth noting that traditional anxiety medications, such as benzodiazepines, can also cause significant side effects, such as weight gain and sexual dysfunction, as well as painful withdrawal symptoms. In some cases, medical cannabis may be a preferred alternative.” • “Yes, medical cannabis is available for the treatment of anxiety in Australia.” • “CBD interacts with the body’s endocannabinoid system to produce a variety of therapeutic effects, including reducing anxiety. CBD works by binding to certain receptors in the brain, specifically the serotonin and GABA receptors, which are involved in regulating mood and anxiety levels. By binding to these receptors, CBD can help to reduce feelings of anxiety and promote a sense of calm.” • “While there is no cure for anxiety, it can be effectively managed and treated with the right approach. Treatment options may include therapy, medication, lifestyle changes, self-care practices and, in some cases, medical cannabis.” 	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-anxiety-a-quick-reference	From at least 15 December 2023 to at least 3 April 2024	Anxiety	See Annexure A row [23]
133.	<ul style="list-style-type: none"> • “Does Medical Cannabis Have Any Benefits For Depression?” • “There’s currently a lack of high-quality studies on how medical cannabis might benefit depression. Although there have been some promising results.” 	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-depression	From at least 19 January 2024 to at least 3 April 2024	Anxiety Depression	See Annexure A row [21]

No.	The representation(s)	Location	Date(s) of the representation(s)	The mental illness referred to	Advertisement reference
	<ul style="list-style-type: none"> "For instance, one study showed that cannabidiol (CBD), a non-intoxicating cannabinoid, may have some effect on serotonin levels in the brain. Serotonin is a neurotransmitter that is involved in emotion regulation, mood and stress, and is a target of several traditional antidepressants." "Another recent open-label study found some promise in using CBD to help manage anxiety in young people. The researchers found that along with potentially reducing the participants' anxiety, CBD may have had a positive effect on their associated depression as well." "Could Medical Cannabis Cause or Worsen Depression?" "The review concluded that low doses of cannabis can generally have positive effects for your mental health, whereas high doses can pose risks and potentially cause or worsen mental health conditions such as depression." 				
134.	<ul style="list-style-type: none"> "Alternative treatments such as medical cannabis for PTSD have gained traction in recent years. While the research for how medical cannabis might help manage PTSD is still in the early stages, some studies have had some encouraging results." "Can Medical Cannabis Reduce PTSD Symptoms?" "Although the evidence isn't yet conclusive, there is some positive clinical evidence to suggest that medical cannabis may help manage some aspects of PTSD. A recent review of human studies suggests that low doses of THC, sometimes with CBD, may be useful in reducing fear associated with traumatic memories." "Another recent review indicates that THC may have some use in reducing nightmares associated with PTSD through its ability to modify REM sleep (the sleep stage when dreams occur)." "Another older study supports these findings, however, with participants experiencing reduced hyperarousal symptoms and reduced nightmares associated with PTSD." "These results suggest that THC may have some use in managing PTSD symptoms." 	https://www.alternaleaf.com.au/post/cannabis-alternative-therapies-for-ptsd-a-quick-reference	From at least 25 January 2024 to at least 3 April 2024	PTSD	See Annexure A row [20]
135.	<ul style="list-style-type: none"> "The research into CBD's health benefits is still in the early stages, but it has shown promising results in helping manage health conditions such as chronic pain and anxiety." "So far, the Therapeutic Goods Administration (TGA) has only approved a small number of CBD products such as Epidyolex, a CBD mouth spray that may help manage rare forms of childhood epilepsy. There isn't yet a TGA-approved CBD product for conditions such as anxiety and chronic pain, but there are some promising early studies and anecdotal accounts. You can still access CBD products for these conditions if your doctor thinks it might help." "CBD's potential use in managing anxiety isn't as well understood, but researchers have found some encouraging results. A recent review of major studies found that CBD may have some anxiolytic (anxiety-reducing) properties." "A randomised, controlled trial from 2019 also found some good results using CBD to help people experiencing social anxiety disorder. Finally, another 2019 study found some evidence that CBD could help treat anxiety and improve sleep quality." 	https://www.alternaleaf.com.au/post/what-is-cannabidiol-cbd	From at least 30 January 2024 to at least 3 April 2024	Anxiety	See Annexure A row [32]
136.	<ul style="list-style-type: none"> "Doctors in Australia have written more than 1 million medical cannabis prescriptions since its legalisation in 2016. Emerging research suggests that the two primary compounds in cannabis – tetrahydrocannabinol (THC) and cannabidiol (CBD) – may play a role in managing several conditions, ranging from multiple sclerosis to pain, PTSD, anxiety and more." "Hundreds of thousands of Australians are already being treated with medical cannabis, but whether you might be eligible depends on your condition and medical history. Speak with your doctor about medical cannabis if you haven't found relief with conventional treatments and experience a condition such as: <ul style="list-style-type: none"> ... Anxiety Depression ... PTSD 	https://www.alternaleaf.com.au/post/medical-cannabis	From at least 28 February 2024 to at least 3 April 2024	Anxiety Depression PTSD	See Annexure A row [35]

No.	The representation(s)	Location	Date(s) of the representation(s)	The mental illness referred to	Advertisement reference
	<p>○ ...</p> <p>While the research for using medical cannabis to manage many of these conditions is still in its infancy, medical professionals are beginning to see its exciting potential. In Australia, doctors have prescribed medical cannabis to more than 1 million people for over 140 different conditions.”</p>				
137.	<ul style="list-style-type: none"> “Cannabidiol (CBD), on the other hand, interacts with our nervous system differently. It can have an anti-anxiety and anti-inflammatory effect, but it doesn’t alter our perception or behaviour as THC does.” “These CBD-dominant medicines are most commonly used to treat chronic pain and anxiety.” 	https://www.alternaleaf.com.au/post/mythbusting-medical-cannabis-always-causes-a-high	From at least 19 January 2024 to at least 5 April 2024	Anxiety	See Annexure A row [40]
Medical Cannabis Awareness Week Website					
138.	<ul style="list-style-type: none"> “Luke A - Medicinal cannabis helped me with panic attacks and PTSD” “For 12 years, I battled chronic pain and post-traumatic stress disorder after witnessing some horrific events in my life. Things only became worse when doctors dangerously prescribed [unreadable] and opioids, which only left me addicted with no relief. My addiction...” 	https://www.medicalcannabisawarenessweek.com.au/	On at least 21 February 2023	PTSD	See Annexure B row [105]
139.	<ul style="list-style-type: none"> Testimonial by ‘Ophelia Gray’ – “I have been on so many medications to control anxiety, depression, migraines, cluster headaches, trigeminal neuralgia, misc nerve pain. None of it was working without unwanted side effects. The last treatment for migraines / cluster headaches has been botox injections that cause more pain than they relieve. After a short time on botox, I am now resistant to it. It doesn’t work and instead makes cluster headaches a lot worse ... As of last month I have been on medical cannabis. I take CBD oil in the morning to help me with mental related things and come 1pm, I need to have the THC oil and flower to help with the pain ... I get no negative side effects.” Testimonial by ‘torren_saxon’ – “I’m 50 years old and have suffered from Anxiety most of my life, with doctors prescribing opiates and many other drugs to treat my condition. Non of which actually worked lol ... cannabis is the only medication that actually works with my anxiety and for me that’s huge as I have tried so many and I had just resigned myself to the fact that this was just how life is for me...” Testimonial by ‘brenton murphy’ – “I have cannabis for relief of my glaucoma symptoms and anxiety problems. It is remarkable how it help [sic] with glaucoma symptoms, especially the pressures ... Works wonders on anxiety to[o].” 	https://www.medicalcannabisawarenessweek.com.au/tell-my-story	On at least 1 March 2023	Anxiety	See Annexure B row [110]
140.	<ul style="list-style-type: none"> “It has been life changing. For 12 years, I battled chronic pain and post-traumatic stress disorder after witnessing some horrific events in my life” "Revelatory peace of mind. I went on cannabis for anxiety but have also noticed benefits with inflammation, gut problems and insomnia. It has improved my quality of life in many ways..." 	https://www.medicalcannabisawarenessweek.com.au/tell-my-story	From at least 21 February 2023 to at least 1 March 2023	PTSD Anxiety Depression	See Annexure B row [109]
141.	“Anonymous User - "Managing my pain with medicinal cannabis. Managing pain has been a big part of my life. I have autoimmune issues and skeletal and muscular damage, as well as PTSD and anxiety after a severe accident. This was when I was prescribed a cocktail of pharmaceuticals to manage the pain, including..."	https://www.medicalcannabisawarenessweek.com.au/	From at least 21 February 2023 to at least 7 March 2023	Anxiety PTSD	See Annexure B row [106]
142.	"What are the most common conditions treated by medical cannabis?" Response by Imogen P (Registered Nurse) - "...The majority are chronic pain or mental health issues - cannabis is about symptom management, so in general we see conditions where pain, anxiety and depression, associated insomnia (amongst other symptoms) are commonly present."	https://www.medicalcannabisawarenessweek.com.au/ask-a-question	From at least 23 February 2023 to at least 8 March 2023	Anxiety Depression	See Annexure B row [107]

No.	The representation(s)	Location	Date(s) of the representation(s)	The mental illness referred to	Advertisement reference
Alternaleaf Instagram Account					
143.	"It's been life changing. I can finally sleep regularly, I'm less anxious, I'm less aggravated. and it just slows everything down at the end of a long ass day."	https://www.instagram.com/p/CnWgfcotKAH/	From at least 13 January 2023 to at least 7 March 2023	Anxiety	See Annexure A row [57]
Alternaleaf Facebook Account					
144.	"On the other than, CBD oil contains only CBD and has little to no psychoactive effects, making it a popular choice for those looking to manage pain, anxiety, and other conditions without the high. Check out thi....See more".	https://www.facebook.com/Alternaleaf/photos/a.400431465070196/737868957993110/	From 4 March 2023 to at least 19 February 2023	Anxiety	See Annexure A row [77]
Alternaleaf Twitter/X Account					
145.	"Studies suggest that caryophyllene reduces anxiety, pain and inflammation".	https://www.twitter.com/alternaleaf	From 16 January 2023 to at least 22 February 2023	Anxiety	See Annexure A row [85]
146.	"There is some evidence to suggest that terpenes might work in concert with THC and CBD, creating an entourage effect. It is believed that limonene, may work in concert with CBD to reduce anxiety."	https://www.twitter.com/alternaleaf	From 6 February 2023 to at least 22 February 2023	Anxiety	See Annexure A row [89]
147.	"Found in lavender and many citrus plants, linalool, like mycrene, has a powerful sedative effect that helps you regulate and improve your sleep patterns. It may also have anti-anxiety and mood-boosting qualities. #terpenes #medicalcannabis #cannabiseducation #cannabisclinic"	https://www.twitter.com/alternaleaf	From 13 February 2023 to at least 22 February 2023	Anxiety	See Annexure A row [90]

ANNEXURE D: RESTRICTED REPRESENTATIONS

No.	The representation(s)	Location	Date(s) of the representation(s)	The disease, condition, ailment or defect referred to, which is medically accepted as requiring diagnosis, treatment or supervision by a suitably qualified medical practitioner	Advertisement reference
Alternaleaf Website					
148.	"Medical Cannabis & Dementia: What We Know"	https://www.alternaleaf.co.m.au	On at least 11 December 2023	Dementia	See Annexure A row [3]
149.	"We are a leading Australian online clinic, connecting you with qualified doctors who are highly experienced in medical cannabis and treating people with chronic conditions including chronic back pain, anxiety, insomnia, nausea and vomiting due to chemotherapy, epilepsy, mental disorders, spasticity from multiple sclerosis and more."	https://www.alternaleaf.co.m.au/faq	On at least 22 February 2023	Chronic pain Epilepsy Multiple Sclerosis Nausea and vomiting due to chemotherapy	See Annexure A row [7]
150.	"There is no defined list of conditions that qualify patients for treatment with medical cannabis in Australia. However, according to the latest reporting from the TGA, the top chronic conditions approved for treatment with medical marijuana are: <ul style="list-style-type: none"> ○ Chronic pain ○ ...Cancer-related pain and symptoms ○ ...Neuropathy But this list isn't exhaustive. Health Direct suggests there is a growing body of research exploring medical cannabis for the following chronic conditions as well: <ul style="list-style-type: none"> ○ Epilepsy ○ Multiple sclerosis ○ Nausea and vomiting due to chemotherapy ○ Palliative care"	https://www.alternaleaf.co.m.au/complete-guide-to-medical-cannabis	On at least 22 February 2023	Cancer-related pain and symptoms Chronic pain Neuropathy Epilepsy Multiple Sclerosis Nausea and vomiting due to chemotherapy	See Annexure A row [49]
151.	<ul style="list-style-type: none"> • "Cannabis and Alternative Therapies for ADHD" • "Cannabis and Alternative Therapies for Endometriosis" • "Cannabis and Alternative Therapies for Autism" • "Cannabis and Alternative Therapies for Headaches" "Millions of Australians experience headaches and migraines every year" • "Cannabis and Alternative Therapies for Epilepsy" • "Cannabis and Alternative Therapies for Cancer Pain" 	https://www.alternaleaf.co.m.au/blog	On at least 22 February 2023	ADHD Autism Cancer pain Endometriosis Epilepsy Migraine	See Annexure A row [14]
152.	"1. Firstly, do you have a medical condition that has been causing you distress for 3+ months? TGA guidelines state you must have a medical condition for 3+ months to qualify for medical cannabis. Some examples include chronic pain, anxiety, depression, insomnia, migraine".	https://www.alternaleaf.typeform.com/to/RaoP4nrk	On at least 19 May 2023	Chronic pain Migraine	See Annexure A row [12]

No.	The representation(s)	Location	Date(s) of the representation(s)	The disease, condition, ailment or defect referred to, which is medically accepted as requiring diagnosis, treatment or supervision by a suitably qualified medical practitioner	Advertisement reference
153.	"Firstly, do you have a medical condition that has been causing you distress for 3+ months? TGA guidelines state you must have a medical condition for 3+ months to qualify for plant medicine. Some examples include chronic pain, anxiety, depression, insomnia, migraine."	https://pre-screening.alternaleaf.com.au/?_gl=1*1e2prte*_ga*MTQwNTA5NTE3Ni4xNzA1OTA2OTg2*_ga_RJKT18M4RR*MTcwODY3ODAwMC4yOC4wLjE3MDg2NzgwMDAuNjAuMC4w	On at least 19 February 2024	Chronic pain Migraine	See Annexure A row [13]
154.	"Our doctors are Australian Health Practitioner Regulation Agency (AHPRA) registered GPs with many years of experience in general practice and a special interest in chronic pain, anxiety, mental health, sleep disorders and more."	https://www.alternaleaf.com.au/about-us	On at least 19 July 2023	Chronic pain	See Annexure A row [53]
155.	"Our doctors are Australian Health Practitioner Regulation Agency (AHPRA) registered GPs with many years of experience in general practice and a special interest in chronic pain, anxiety, sleep disorders and more."	https://www.alternaleaf.com.au/about-us	On at least 11 December 2023	Chronic pain	See Annexure A row [54]
156.	<ul style="list-style-type: none"> "Our doctors are Australian Health Practitioner Regulation Agency (AHPRA) registered practitioners with years of experience in general practice and a special interest in chronic pain, anxiety, mental health, sleep disorders and more." "Christina, Doctor, 9 years of experience. Areas of expertise: Chronic pain, mental health, palliative care" 	https://www.alternaleaf.com.au/about-us	On at least 22 December 2023	Chronic pain	See Annexure A row [55]
157.	"Our doctors are Australian Health Practitioner Regulation Agency (AHPRA) registered practitioners with years of experience in general practice and a special interest in chronic pain, anxiety, mental health, sleep disorders and more." [Profile of doctor Christina] Areas of expertise – "Chronic pain"	https://www.alternaleaf.com.au/about-us	On at least 19 February 2024	Chronic pain	See Annexure A row [56]
158.	<ul style="list-style-type: none"> "Medical cannabis & Dementia: What we know" "Medical cannabis & ADHD" 	https://www.alternaleaf.com.au/blog	From at least 8 January 2024 to at least 26 February 2024	ADHD Dementia	See Annexure A row [16]
159.	<ul style="list-style-type: none"> "Medical Cannabis & Dementia: What We Know" "Medical Cannabis & ADHD" "Cannabis and Alternative Therapies for Epilepsy: A Quick Reference" "Cannabis and Alternative Therapies for ADHD: A Quick Reference" "Cannabis and Alternative Therapies for Autism: A Quick Reference" "Cannabis and Alternative Therapies for Cancer Pain and Cancer Treatments" "What to Consider When Seeking Alternative Therapies: A Practical Guide. If you're seeking alternatives for chronic pain, mental health or other issues, it's..." 	https://www.alternaleaf.com.au/blog	On at least 20 February 2024	ADHD Autism Cancer pain Chronic pain Dementia Epilepsy	See Annexure A row [10]
160.	"I am a patient with a pain management issue. I fractured my spine and that has led to a lifetime of pain [...] my doctor suggested that I try another path which is using plant based medicine. That has been a god send [...] it actually helps to relegate that pain to a background feeling rather than something that is present as absolute pain [...] and that really helps me manage my condition [...] when I was taking opioids, which was the traditional go-to when I couldn't have plant based medicine, I developed a tolerance for opioids and I found that the increasingly heavy doses were unsustainable [...] the use of plant based medications and its ability to allow me a good night's sleep has been an absolute game-changer for the management of my pain. Does it really work? My answer that that is yes. I am	https://www.alternaleaf.com.au/blog	On at least 25 March 2024	Fractured spine	See Annexure A row [17]

No.	The representation(s)	Location	Date(s) of the representation(s)	The disease, condition, ailment or defect referred to, which is medically accepted as requiring diagnosis, treatment or supervision by a suitably qualified medical practitioner	Advertisement reference
	thoroughly enjoying my retirement [...] the big issue of pain is nicely managed with a large degree of help from plant based medicine."				
161.	"Plant medicine had a big effect on my life, so I could manage my pain again, I could sleep properly. It allows me to do things I couldn't do before [...] I had a workplace injury 12 months ago and I have been struggling with chronic pain ever since [...] the injury I had was a broken right fibia. It was called a weather fracture of the right ankle. Also ligament damage and severe bruising. It's been a battle for the last 12 months, I was in a moon boot for best part of 3 months, stopped healing, I was almost had an operation, it's been 12 months of a lot of pain [...] I was prescribed Endone and Panadeine Forte. I didn't like the effects. I was depressed, anxious and I couldn't sleep. Brain fog, not interacting with people. I actually told the doctor after 2 and a half months, that I didn't want to take them anymore [...] I've been using plant medicine for about 7 months. I researched it for about 2 weeks and finally decided to give it a go. Pretty much noticed the effects immediately. My mental health improved a lot. It helped a lot with my anxiety. It lifted my mood and just made me feel a lot better [...] I would highly recommend anyone with chronic pain or similar conditions to me to give it a go. I am still not 100% cured but I am a whole lot better [...] Plant medicine has helped me out a lot [...] I've got my life back."	https://www.alternaleaf.com.au/blog	On at least 25 March 2024	Chronic pain Ligament damage	See Annexure A row [18]
162.	"My whole life changed. [...] I'm a plant medicine patient. I was diagnosed with this nerve condition called Trigeminal Neuralgia [...] I left the hospital. They had me on anti-seizure medication, OxyContin, Endone, anti-inflammatory. Lots of medicine, I didn't feel like myself [...] I tried to wean off. It was the most pain I've ever been in. Every single joint in my body was on fire. I couldn't sleep [...] And then so I actually started using CBD oil [...] So I jumped on my computer straight away and filled out the intake form. The nurse called me. I was able to tell her exactly the things that I was dealing with. It was a mix of ADD, PTSD, chronic pain [...] I got my first script and that's when things started to get really better for me. I was able to come off all my meds within about 4 weeks. My nerve pain went down. I was sleeping through the night again [...]"	https://www.alternaleaf.com.au/blog	On at least 25 March 2024	ADD Trigeminal Neuralgia Chronic pain	See Annexure A row [19]
163.	"Evidence is emerging that medicinal cannabis could help alleviate pain associated with life-limiting illnesses such as cancer pain, spasticity, neuropathic and visceral pain."	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-palliative-care-a-quick-reference	From at least 17 November 2023 to at least 3 April 2024	Cancer pain Neuropathic pain	See Annexure A row [26]
164.	<ul style="list-style-type: none"> "There is no cure for autism, but many people are finding ways to live with their diagnosis by utilising alternative treatments like cannabis for autism and new behavioural/occupational therapeutic approaches." "Just because a person is diagnosed with autism doesn't mean they're destined to have any less quality of life. There are many routes of treatment including symptom management and alternative therapies for autism, like cannabis oil." "Increasingly families are exploring alternative treatments for autism spectrum disorder, including cannabis." "Alternative therapies like cannabis for autism are on the rise, even in children. A placebo-controlled study showed favourable results for cannabis in autism treatment. New research has also shown a possible link between endocannabinoid deficiency and autism." "Though diagnosis can be difficult and there is no known cure, a combination of symptom management, therapy, support from loved ones, and alternative treatments for autism, including cannabis, can be enough for a person with ASD to live a healthy and fulfilling life." 	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-autism	From at least 24 November 2023 to at least 3 April 2024	Autism spectrum disorder	See Annexure A row [27]
165.	<ul style="list-style-type: none"> "Recently, researchers and patients alike have turned their sights to CBD for epilepsy, among other alternative therapeutic options." "Alternative treatments, including cannabis prescriptions, are options that some Australian doctors now prescribe. CBD for epilepsy is being used successfully by many patients, especially children." 	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-epilepsy	From at least 24 November 2023 to at least 3 April 2024	Epilepsy	See Annexure A row [28]

No.	The representation(s)	Location	Date(s) of the representation(s)	The disease, condition, ailment or defect referred to, which is medically accepted as requiring diagnosis, treatment or supervision by a suitably qualified medical practitioner	Advertisement reference
	<ul style="list-style-type: none"> “Living with epilepsy can be difficult to navigate, especially when the cause is unknown. New therapies like medical cannabis and CBD for epilepsy give hope to patients looking for alternatives where conventional medications have failed.” 				
166.	<ul style="list-style-type: none"> “Treatments for ADHD are not without controversy, especially when it comes to medication. This is why some are looking into medical cannabis and ADHD.” “It’s also possible that an alternative treatment plan for ADHD can include medical cannabis, as some patients have reported relief from symptoms while using this plant-based medicine (via PLOS One).” “And while more research still needs to be conducted on medical cannabis and ADHD, it’s possible that the plant can help some deal with some symptoms.” 	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-adhd-a-quick-reference	From at least 15 December 2023 to at least 3 April 2024	ADHD	See Annexure A row [30]
167.	<ul style="list-style-type: none"> “Cannabis has been used to help people manage pain since ancient times. But it’s only recently that medical cannabis and CBD oil are gaining traction in the modern medical world as a potential medication for dealing with chronic pain.” “Pain is complex and is often managed using medications that carry a risk of dependence. While these medications are often required to manage intense or chronic pain, CBD oil may be a useful supplementary treatment, with the added benefit that it is non-addictive and usually tolerated well.” “Some of the conditions that CBD oil might help manage include fibromyalgia, arthritis, cancer pain and neuropathic pain.” “If you experience chronic pain, or know someone who does, you’ll know how challenging it can be to live with. CBD’s use in managing pain is a growing research area – while still early days, the results so far are promising and CBD could offer unique benefits when compared to more traditional pain medicines.” “CBD Oil For Fibromyalgia and Endometriosis” “A 2021 survey of 2,701 people with fibromyalgia found that CBD use was generally effective at reducing pain, however more rigorous studies are required to better understand if this is a consistent effect.” “Cannabinoid receptors have been found inside the endometrium, suggesting CBD may act on these receptors and potentially reducing inflammation and pain related to endometriosis.” “CBD Oil For Cancer Pain” “The research on CBD oil for cancer pain is promising, with one review stating that the evidence suggests CBD may be a useful option to reduce cancer pain and ease chemotherapy side effects.” “CBD Oil For Neuropathic Pain” “CBD may have some use in treating neuropathic pain. A small placebo-controlled study with 29 patients found that topical CBD oil provided “statistically significant” relief from neuropathic pain, and that treatment was well-tolerated.” 	https://www.alternaleaf.com.au/post/using-cbd-oil-for-pain-management	From at least 15 December 2023 to at least 3 April 2024	Cancer-related pain Chronic pain Endometriosis Fibromyalgia Neuropathic pain	See Annexure A row [25]
168.	<ul style="list-style-type: none"> “Some patients seek relief with a medical cannabis prescription for cancer pain, as well as to manage other side effects related to cancer treatments.” “It’s possible to manage cancer pain and nausea and vomiting with a myriad of treatments. Patients can work with doctors to choose from pharmaceutical medication, alternative therapies, and in some cases, a medical cannabis prescription.” “Even though medical cannabis for pain is a relatively new treatment, there is research to suggest that it may be helpful in combating nausea and vomiting. Research indicates that medical cannabis may also relieve nerve pain, the most common type of cancer-related pain.” 	https://www.alternaleaf.com.au/post/cannabis-and-alternative-therapies-for-cancer-pain-and-cancer-treatments	From at least 15 December 2023 to at least 3 April 2024	Cancer-related pain	See Annexure A row [31]
169.	<ul style="list-style-type: none"> “Currently, there’s not enough high-quality evidence to support the use of medical cannabis in managing dementia symptoms, but there are some promising early findings.” “We can’t say with certainty that medical cannabis is an effective treatment for managing dementia. But there are some promising early findings that suggest cannabis may play a role in dementia treatment in the future.” 	https://www.alternaleaf.com.au/post/medical-cannabis-dementia-what-we-know	From at least 19 January 2024 to at least 3 April 2024	Dementia	See Annexure A row [24]

No.	The representation(s)	Location	Date(s) of the representation(s)	The disease, condition, ailment or defect referred to, which is medically accepted as requiring diagnosis, treatment or supervision by a suitably qualified medical practitioner	Advertisement reference
	<ul style="list-style-type: none"> “Some research suggests certain compounds in medical cannabis may have neuroprotective properties. Alzheimer’s disease, a neurodegenerative condition, may account for 60-70% of dementia cases, meaning neuroprotective medications may help prevent the development of some types of dementia.” “There have been recent studies that show a potential use for medical cannabis in the management of dementia.” “In 2019 a randomised, placebo-controlled trial of 39 dementia patients found that Nabilone (a synthetic THC medicine) may be effective at reducing agitation in dementia patients.” “Another smaller, but more recent, study from 2022 assessed dementia patients and their reaction to a combination THC/CBD medication over a 13-month period. The results were positive: the patients’ symptoms improved, and they were able to reduce the amount of other medications they were taking.” “Thankfully, researchers and medical professionals are continually discovering the benefits of alternative therapies such as medical cannabis. With more research, we may see these medications used more often in the management of chronic conditions such as dementia, when conventional treatments aren’t effective or cause unmanageable side effects.” 				
170.	<ul style="list-style-type: none"> “The research into CBD’s health benefits is still in the early stages, but it has shown promising results in helping manage health conditions such as chronic pain and anxiety.” “So far, the Therapeutic Goods Administration (TGA) has only approved a small number of CBD products such as Epidyolex, a CBD mouth spray that may help manage rare forms of childhood epilepsy.” “There isn’t yet a TGA-approved CBD product for conditions such as anxiety and chronic pain, but there are some promising early studies and anecdotal accounts. You can still access CBD products for these conditions if your doctor thinks it might help.” “Studies have shown that CBD may be effective in managing pain. 2,701 people with fibromyalgia – a condition that causes chronic pain – were surveyed in a 2021 study, and they found that CBD generally reduced their pain. CBD may also have some use in managing other chronic pain conditions including endometriosis. CBD may act on cannabinoid receptors found in the endometrium, potentially reducing pain and inflammation.” 	https://www.alternaleaf.com.au/post/what-is-cannabidiol-cbd	From at least 30 January 2024 to at least 3 April 2024	Chronic pain Endometriosis Epilepsy Fibromyalgia	See Annexure A row [32]
171.	“Some of these effects [of THC], such as muscle relaxation, have important medical applications. An example of this is Sativex, a TGA-approved medical cannabis product with a balanced ratio of THC and CBD designed to help ease muscle spasticity in people with multiple sclerosis (MS).”	https://www.alternaleaf.com.au/post/high-thc-medical-cannabis-strains	From at least 30 January 2024 to at least 3 April 2024	Multiple sclerosis	See Annexure A row [33]
172.	<ul style="list-style-type: none"> “Studies suggest that CBD oil may be an effective treatment for nerve pain and back pain. CBD may also be able to help manage pain related to arthritis and multiple sclerosis.” “There’s also some promising data on CBD’s role in managing rheumatic diseases such as fibromyalgia – a survey of 2,701 people with fibromyalgia found that using CBD generally reduced their pain.” “A study on people experiencing pain from nerve damage showed significant pain reduction after they used CBD oil, compared to the placebo group ... There were no negative reactions among the group from using CBD oil.” “In another study on chronic pain, patients were asked to rate their pain before and after applying CBD topically. The patients’ average pain scores were significantly lower after treatment with CBD. All patients said that they had less pain around the home, while 93% reported improved pain tolerance when socialising, working and during recreation.” “People experiencing neurodegenerative disorders such as Multiple Sclerosis (MS) may benefit from CBD oil. One study found that 75% of the 276 study participants had reduced muscle spasms after using a CBD mouth spray.” “There are also promising results with using CBD to manage Parkinson’s disease.” “CBD Oil’s Role in Managing Cancer Symptoms” 	https://www.alternaleaf.com.au/post/cbd-oil-benefits	From at least 28 September 2023 to at least 3 April 2024	Cancer-related pain/cancer symptoms Chronic pain Endometriosis Epilepsy Fibromyalgia Multiple sclerosis Parkinson’s disease	See Annexure A row [34]

No.	The representation(s)	Location	Date(s) of the representation(s)	The disease, condition, ailment or defect referred to, which is medically accepted as requiring diagnosis, treatment or supervision by a suitably qualified medical practitioner	Advertisement reference
	<ul style="list-style-type: none"> “There is currently no evidence to indicate the use of CBD in the treatment of cancer. However there is evidence to suggest that it may be beneficial in the management of some of the symptoms experienced by cancer patients including pain, anxiety and nausea.” “CBD Oil For Epilepsy” “CBD may have anticonvulsant properties and is one of the only conditions for which a medical cannabis treatment has been fully recognised by the TGA.” “CBD Oil For Endometriosis and Chronic Pelvic Pain” “CBD may be beneficial in reducing symptoms experienced by people who suffer from endometriosis or chronic pelvic pain.” “As previously mentioned, CBD may have anti-inflammatory properties. One of the key features of endometriosis is inflammation, so it’s believed CBD may reduce pain associated with endometriosis.” “If you experience conditions such as epilepsy, anxiety or poor sleep, you may want to further investigate CBD oil’s potential benefits.” 				
173.	<ul style="list-style-type: none"> “In Australia, doctors can prescribe medical cannabis for more than 130 chronic conditions, including epilepsy, anxiety, fibromyalgia, multiple sclerosis and cancer pain.” “Another 2018 review found that cannabis was most effective in controlling “neuropathic pain, allodynia, medication-rebound headache, and chronic noncancer pain”” “A study on fibromyalgia – a condition that can cause chronic pain in many parts of the body – found positive results with CBD use. Of 890 CBD users, the majority reported that CBD provided slight to strong pain relief.” “In a small study on chronic pain among elite athletes, patients were treated with topical CBD cream and asked to rate their pain before and after treatment. All patients found that they had less pain around the home, while 93% reported improved pain tolerance when socialising, working and during recreational activities.” “The discovery of CB2 receptors in the immune cells is suggestive of the potential benefits of cannabis as an immune system regulator. This has caused wide-spread excitement for the potential applications of cannabis in inflammatory conditions such as arthritis, Crohn’s disease, psoriasis and even acne.” “Benefits For Cancer Symptoms” “There’s currently no evidence that suggests medical cannabis could be used to treat cancer, but it may be useful in managing some of the symptoms. Cancer patients may experience pain, anxiety and nausea – symptoms that medical cannabis can potentially reduce.” “Medical cannabis may help manage the symptoms of neurological disorders such as multiple sclerosis (MS) and Parkinson’s disease.” “CBD may have benefits for pain and muscle spasticity associated with MS. Nabilone, a medicine containing a synthetic version of THC, may also be effective at treating muscle spasticity.” “Parkinson’s disease, a neurological disorder that can cause shaking, stiffness, and coordination difficulties may also benefit from medical cannabis. A study looked at CBD’s effects and how it may improve sleep and quality of life in those experiencing Parkinson’s disease. The study was optimistic about medical cannabis’s role in treating Parkinson’s, but emphasised that more studies are needed.” “Benefits For Epilepsy” “Medical cannabis is sometimes prescribed alongside other medications to help manage symptoms of epilepsy. CBD may have anticonvulsant properties, and CBD products such as Epidyolex are TGA approved for treating seizures brought on by rare forms of childhood epilepsy such as Lennox-Gastaut syndrome and Dravet syndrome.” “Medical cannabis may help manage several conditions, such as anxiety, chronic pain and epilepsy. Cannabis’s role in managing conditions such as cancer, inflammation, insomnia and depression is somewhat promising, but needs more research.” 	https://www.alternaleaf.com.au/post/the-health-benefits-of-medical-cannabis-what-does-the-research-say	From at least 16 November 2023 to at least 3 April 2024	Cancer-related pain Chronic pain Chron’s disease Fibromyalgia Epilepsy Multiple sclerosis Neuropathic pain Parkinson’s disease	See Annexure A row [37]

No.	The representation(s)	Location	Date(s) of the representation(s)	The disease, condition, ailment or defect referred to, which is medically accepted as requiring diagnosis, treatment or supervision by a suitably qualified medical practitioner	Advertisement reference
174.	"Research suggests that THC could be a promising treatment for a wide variety of conditions. In studies, THC has been used to alleviate symptoms of conditions such as chronic pain, multiple sclerosis and chemotherapy-induced nausea and vomiting."	https://www.alternaleaf.com.au/post/what-is-tetrahydrocannabinol-thc	From at least 14 December 2023 to at least 3 April 2024	Chronic pain Chemotherapy-induced nausea and vomiting Multiple sclerosis	See Annexure A row [29]
175.	<ul style="list-style-type: none"> "Cannabis oil with THC is primarily being researched for its potential treatments of pain relief, nausea and insomnia, while CBD oil research is mostly focussed on anxiety, depression and epilepsy." "One of the most commonly cited benefits of cannabis oil is pain relief. Preliminary research suggests that THC and CBD oil could have pain-relieving properties, and they may be effective at managing chronic pain conditions such as arthritis, multiple sclerosis and neuropathic pain. THC oil in particular has been shown to be effective in managing pain associated with cancer treatments." "Cannabis oil may also have neuroprotective properties and may be of benefit in the treatment of conditions such as epilepsy, multiple sclerosis and Alzheimer's disease." "Cannabis oil is a promising treatment option for a range of conditions, including chronic pain, anxiety, cancer-related nausea and appetite loss, epilepsy and sleep disorders." 	https://www.alternaleaf.com.au/post/what-is-cannabis-oil-benefits-effects	From at least 15 December 2023 to at least 3 April 2024	Alzheimer's disease Cancer-related pain Chronic pain Epilepsy Multiple sclerosis Neuropathic pain	See Annexure A row [38]
176.	<ul style="list-style-type: none"> "For other conditions such as anxiety and chronic pain, there are no TGA-approved CBD products, but there are some promising studies and anecdotal accounts." "A 2021 survey of 2,701 people with fibromyalgia – a condition that causes chronic pain throughout the body – found that CBD generally reduced their pain. CBD might also help with endometriosis or chronic pelvic pain. Cannabinoid receptors have been found in the endometrium, meaning CBD can act on these receptors, potentially reducing pain and inflammation related to endometriosis." 	https://www.alternaleaf.com.au/post/how-to-use-cbd-oil	From at least 2 February 2024 to at least 3 April 2024	Chronic pain Endometriosis Fibromyalgia	See Annexure A row [39]
177.	<ul style="list-style-type: none"> "Doctors in Australia have written more than 1 million medical cannabis prescriptions since its legalisation in 2016. Emerging research suggests that the two primary compounds in cannabis – tetrahydrocannabinol (THC) and cannabidiol (CBD) – may play a role in managing several conditions, ranging from multiple sclerosis to pain, PTSD, anxiety and more." "Hundreds of thousands of Australians are already being treated with medical cannabis, but whether you might be eligible depends on your condition and medical history. Speak with your doctor about medical cannabis if you haven't found relief with conventional treatments and experience a condition such as: <ul style="list-style-type: none"> ... Multiple sclerosis ... Epilepsy ... 	https://www.alternaleaf.com.au/post/medical-cannabis	From at least 28 February 2024 to at least 3 April 2024	Epilepsy Multiple sclerosis	See Annexure A row [35]
178.	"These CBD-dominant medicines are most commonly used to treat chronic pain and anxiety."	https://www.alternaleaf.com.au/post/mythbusting-medical-cannabis-always-causes-a-high	From at least 19 January 2024 to at least 5 April 2024	Chronic pain	See Annexure A row [40]
Medicinal Cannabis Awareness Week Website					
179.	"Luke A – Medical cannabis has helped me with panic attacks and PTSD. For 12 years, I battled chronic pain and post-traumatic stress disorder after witnessing some horrific events in my life. Things only became worse when doctors dangerously prescribed benzos and opioids, which only left me addicted with no relief. My addiction..."	https://www.medicalcannabisawarenessweek.com.au/	On at least 21 February 2023	Chronic pain	See Annexure B row [105]

No.	The representation(s)	Location	Date(s) of the representation(s)	The disease, condition, ailment or defect referred to, which is medically accepted as requiring diagnosis, treatment or supervision by a suitably qualified medical practitioner	Advertisement reference
180.	<ul style="list-style-type: none"> “Anonymous User - "Managing my pain with medicinal cannabis. Managing pain has been a big part of my life. I have autoimmune issues and skeletal and muscular damage, as well as PTSD and anxiety after a severe accident. This was when I was prescribed a cocktail of pharmaceuticals to manage the pain, including..." “At Painaustralia we know treatment options for chronic pain have been reduced in recent years. We want to see consumers having access to more and more safe and legal treatment options for the unending and debilitating pain 1 in 5 Australians live with every day. We support enabling access to legal medicinal cannabis and an ever-expanding evidence base for this and many other treatments that over time we need to understand better. - Giulia Jones, CEO of Painaustralia” “Medicinal cannabis is a highly sort [sic] treatment for chronic pain, some people with chronic pain have exceptional benefits and others do not. Treatment can be difficult to access and very unaffordable. Of the hundreds of thousands of applications to Australia's medicines regulator for special access to medical cannabis, chronic pain is the top reason given, which shows the desperation from the chronic pain community to find treatment for relief. - Nicolette Ellis, President of ChronicPain Australia.” 	https://www.medicalcannabisawarenessweek.com.au/	From at least 21 February 2023 to at least 7 March 2023	<p>Autoimmune issues</p> <p>Skeletal and muscular damage</p> <p>Chronic pain</p>	See Annexure B row [106]
181.	<ul style="list-style-type: none"> “Anonymous - "Sleep is Nice! I have lived with insomnia all my life. Most medications prescribed by GP's either made me feel very groggy, didn't work at all or were habit forming. In medical cannabis, I have found an alternative that helps me get to much needed sleep..." “C Paton - "Autoimmune disease and Cannabis: I have Crohn's disease and auto-immune arthritis. I was diagnosed as a teenager and have had multiple surgeries across the years. I spent most of my school-age years going in and out of hospital. I've been on every immunosuppressant imaginable and live with..." "Grace A: It's made a huge impact on my day to day life. After catching dengue fever while travelling, it triggered rheumatoid arthritis in my joints. This chronic condition was particularly painful in my wrists and knuckles and meant I couldn't perform simple tasks such as opening a tin of beans, pulling a door open, tying my hair..." 	https://www.medicalcannabisawarenessweek.com.au/	From at least 28 February 2023 to at least 7 March 2023	<p>Crohn's disease</p> <p>Rheumatoid arthritis</p>	See Annexure B row [106]
182.	Testimonial by Luke A - "It has been life changing. For 12 years, I battled chronic pain and post-traumatic stress disorder after witnessing some horrific events in my life..."	https://www.medicalcannabisawarenessweek.com.au/tell-my-story	On at least 21 February 2023	Chronic pain	See Annexure B row [109]
183.	<ul style="list-style-type: none"> Testimonial by Sam S - "Revelatory peace of mind. I went on cannabis for anxiety but have also noticed benefits with inflammation, gut problems and insomnia. It has improved my quality of life in many ways..." “Testimonial by Olivia O - "I can now sleep through the night. I have scoliosis and suffer from constant debilitating dull pains in the lower back and due to the structure of my spine. I get frequent migraines too (twice a month that lasts for days).” “C Paton - "Autoimmune disease and Cannabis: I have Chron's disease and auto-immune arthritis. I was diagnosed as a teenager and have had multiple surgeries across the years. I spent most of my school-age years going in and out of hospital. I've been on every immunosuppressant imaginable and live with..." Testimonial by ‘Bailey’ – “Medical cannabis has changed my life! I suffer from PCOS and ADHD and this medication has improved the overall quality of my life.” 	https://www.medicalcannabisawarenessweek.com.au/tell-my-story	From at least 21 February 2023 to at least 1 March 2023	<p>ADHD</p> <p>Chronic pain</p> <p>Insomnia</p> <p>Migraines</p> <p>Scoliosis</p> <p>Chron's disease</p> <p>Polycystic ovary syndrome (PCOS)</p>	See Annexure B row [109]
184.	<ul style="list-style-type: none"> "Endometriosis is extremely painful, symptoms effect 1 in 9 Australian women with many reporting current treatment options provide only partial symptom relief. There is a growing evidence base around cannabinoid treatments in certain types of pain, but not everyone responds the same way and this should always be discussed with your doctor." 	https://www.medicalcannabisawarenessweek.com.au/ask-a-question	From at least 23 February 2023	<p>ADHD</p> <p>Endometriosis</p>	See Annexure B row [108]

No.	The representation(s)	Location	Date(s) of the representation(s)	The disease, condition, ailment or defect referred to, which is medically accepted as requiring diagnosis, treatment or supervision by a suitably qualified medical practitioner	Advertisement reference
	<ul style="list-style-type: none"> "Medical cannabis has been life changing for my chronic pain" "I have ADHD and I've been reading into the specific terpene 'Terpinolene' which has known 'uplifting' effects. Why I'm excited to try it is because current research being undertaken on this particular terpene for ADHD, is showing promising results." "What are the most common conditions treated by medical cannabis?" Response by Imogen P (Registered Nurse) - "...The majority are chronic pain or mental health issues - cannabis is about symptom management, so in general we see conditions where pain, anxiety and depression, associated insomnia (amongst other symptoms) are commonly present." 		to at least 8 March 2023	Chronic pain	
Alternaleaf Instagram Account					
185.	<ul style="list-style-type: none"> "Cannabis and Alternative Therapies for ADHD: A quick Reference" "Approximately one in every 20 people in Australia has attention deficit hyperactivity disorder or ADHD. Read our quick reference guide to alternative therapies for ADHD. https://alternaleaf.co/adhd" "#adhd, #medicalcannabis, #alternativetherapies, #cannabisclinic, #insomnia" "@pendergastjake - I have ADHD and have just started alternaleaf. It's been life changing. I can finally sleep regularly. I'm less anxious. I'm less aggravated. And it just slows everything down at the end of a long ass day. Highly recommend". 	https://www.instagram.com/p/CnWgfcotKAH/	From at least 13 January 2023 to at least 7 March 2023	ADHD	See Annexure A row [59]
186.	<p>"Pain Awareness Month: Plant Medicine & Chronic Pain Survey Insights Pain Management Personal Stories"</p> <p>"[emoji] Curious about plant medicine and chronic pain? Join our free online session about the techniques for chronic pain management..."</p>	https://instagram.com/p/Cxrj7FUjX4/	From 27 September 2023 to at least 1 December 2023	Chronic pain	See Annexure A row [62]
187.	"Pain Awareness Month: Plant Medicine & Chronic Pain - Survey Insights Pain Management Personal Stories"	https://www.instagram.com/p/ClkrhpLulws/	From at least 30 November 2022 to at least 6 December 2023	Chronic Pain	See Annexure A row [64]
Alternaleaf Facebook Account					
188.	<ul style="list-style-type: none"> "Patient Insights: Medical Cannabis for Chronic Pain In our recent survey of patients using medical cannabis for chronic pain, here's what more than 2,900 of you told us. Your experiences are shaping the future of pain relief" "Patient Insights: Chronic Pain and Medical Cannabis", "96% found it effective in managing pain", "88% reported improved quality of life", "75% experienced fewer side effects than with other medications", "64% resumed activities they'd stopped due to pain", "62% stopped using other pain medications", and "30%+ average reduction in reported pain". 	https://facebook.com/Alternaleaf/posts/pfbid0wR159e4cdYr5Yhwcl5hyUGpwwmQQcknvbdpYvK2AgSM7RA8g78myEFnT1kLEa1AqI	From at least 12 September 2023 to at least 6 December 2023	Chronic pain	See Annexure A row [73]
189.	<ul style="list-style-type: none"> "Curious about plant medicine and chronic pain? Join our free online session about the techniques for chronic pain management" "Pain Awareness Month: Plant Medicine & Chronic Pain Survey Insights Pain Management Personal Stories". 	https://www.facebook.com/Alternaleaf/posts/pfbid02mc8DDV7KUxCNfTyBEMN9sMPWiuYzf2oneVJyxmXMwp9Wrkmmf3oAJPeUxUYNePC8I	From at least 27 September 2023 to at least 6 December 2023	Chronic pain	See Annexure A row [74]
190.	"If you or a loved one are dealing with severe illness or chronic pain, you may want to check out this informative article on Cannabis and Alternative Therapies for Palliative Care. It's a quick reference guide that explains how cannabis and other natural remedies may help alleviate symptoms and improve the quality of life for patients"; and	https://www.facebook.com/Alternaleaf/photos/a.400431465070196/766601805119825	From 27 April 2023 to at least 19 February 2024	Chronic pain	See Annexure A row [80]

No.	The representation(s)	Location	Date(s) of the representation(s)	The disease, condition, ailment or defect referred to, which is medically accepted as requiring diagnosis, treatment or supervision by a suitably qualified medical practitioner	Advertisement reference
	"https://alternaleaf.co/palliative".				
Alternaleaf Twitter/X Account					
191.	"A study on pinene concluded that it might help patients struggling with convulsions (including epilepsy), gastrointestinal disorders, arthritic pain, and asthma."	https://www.twitter.com/alternaleaf	From 23 January 2023 to at least 22 February 2023	Asthma Convulsions; epilepsy Gastrointestinal disorders	See Annexure A row [86]
192.	<ul style="list-style-type: none"> "Patient Insights: Medical Cannabis for Chronic Pain" "In our recent survey of patients using medical cannabis for chronic pain, here's what more than 2,900 of you told us." "Your experiences are shaping the future of pain relief #ChronicPain #MedicalCannabis #PatientInsights". 	https://twitter.com/alternaleaf/status/1701515504127472068	From 12 September 2023 to at least 6 December 2023	Chronic Pain	See Annexure A row [94]
193.	<ul style="list-style-type: none"> "[emoji] Curious about plant medicine and chronic pain? Join our free online session about the techniques for chronic pain management tonight at 6 pm AEST. Olympian Holly Crawford will join us to share her personal experience with pain. Register here: alternaleaf.co/PainWebinar" [image] "Pain Awareness Month: Plant Medicine & Chronic Pain Survey Insights Pain Management Personal Stories Kelly King, Communications Manager at Alternaleaf Holly Crawford, Former Olympian & Chronic Pain Advocate Nicolette Ellis, President of Chronic Pain Australia" 	https://twitter.com/alternaleaf/status/1706878349824368928	From 27 September 2023 to at least 6 December 2023	Chronic Pain	See Annexure A row [95]

ANNEXURE E: GOVERNMENT ENDORSEMENT STATEMENTS

No.	The statement(s)	Location	Date(s) of the statement(s)	Whether the statement suggests/implies that medical cannabis has been either: (a) approved, or (b) recommended by the TGA or another government authority.	Advertisement reference
Alternaleaf Website					
194.	<ul style="list-style-type: none"> "Medical cannabis treatment focuses on using cannabis with controlled levels of cannabinoids. That is why it is so important to make sure you get a prescription through a qualified doctor, for legal and reliable cannabis that is recognised by the Therapeutic Goods Administration here in Australia (TGA)." "We are a team of qualified GPs and nurses and we use our extensive experience in general practice to assess the new information about medical cannabis, and the introduction of TGA-approved medication in the Australian healthcare system." 	https://www.alternaleaf.com.au/cannabinoids	On at least 22 February 2023	Implication that medical cannabis has been approved by the TGA	See Annexure A row [46]
195.	<ul style="list-style-type: none"> "There is no defined list of conditions that qualify patients for treatment with medical cannabis in Australia. However, according to the latest reporting from the TGA, the top chronic conditions approved for treatment with medical marijuana are: <ul style="list-style-type: none"> Chronic pain Anxiety Cancer-related pain and symptoms Sleep disorders and insomnia Neuropathy Post-traumatic stress disorder But this list isn't exhaustive. Health Direct suggests there is a growing body of research exploring medical cannabis for the following chronic conditions as well: <ul style="list-style-type: none"> Epilepsy Multiple sclerosis Nausea and vomiting due to chemotherapy Palliative care" As per the TGA, The special Access Scheme (SAS) allows certain health practitioners to access therapeutic goods (such as medicines, medical devices, or biologicals) that are not included in the Australian Register of Therapeutic Goods (ARTG) for a single patient. To translate, doctors can prescribe medical cannabis to Australians even though it is not currently listed on the Australian Registry of Therapeutic Goods. Doctors, like those on the alternaleaf patient care team, are empathetic and non-judgment[al] in all their patient consultations. Following a consult and an eligibility assessment, doctors then issue a medical cannabis prescription." "Under the Special Access Scheme, the TGA has categorised all commercially available medical cannabis products based on their cannabinoid potency". 	https://www.alternaleaf.com.au/complete-guide-to-medical-cannabis	On at least 22 February 2023 and 28 July 2023	<p>Implication that medical cannabis has been approved by the TGA</p> <p>Implication that medical cannabis has been recommended by the TGA for specified conditions</p>	See Annexure A rows [48] and [49]
196.	"Alternaleaf patients are eligible for a patient card that verifies they have been approved to use plant medicine by the Therapeutic Goods Administration. Our contact details are listed on the back of the card should we need to be contacted to confirm your treatment plan. The card is for informational purposes only. Cards are automatically sent to new patients."	https://www.alternaleaf.com.au/faq	From 22 February 2023 to at least 19 July 2023	Implication that medical cannabis has been approved by the TGA	See Annexure A row [8]
Alternaleaf Twitter/X Account					
197.	"THC is a medical compound found in cannabis. It's deemed safe by the TGA, and there is a lot of scientific support for its use in medicine."	https://www.twitter.com/alternaleaf	From 21 December 2022 to at least 22 February 2023	Implication that medical cannabis has been approved and/or recommended by the TGA	See Annexure A row [83]

ANNEXURE F: SAFE AND PROPER USE STATEMENTS

No.	The statement(s)	Location	Date(s) of the statement(s)	Whether the statement represents medical cannabis to be safe, or without harm or side-effects (Code, s 9(1)(a))	Whether the statement represents medical cannabis to be infallible, unfailing, magical or miraculous (Code, s 9(1)(c))	Whether the statement compares the goods to other therapeutic goods or services and suggests those goods are harmful or ineffectual (Code, s 9(3)(f))	Advertiseme nt reference
Alternaleaf Website							
198.	<p><i>'Don's Story'</i></p> <p>"I am a patient with a pain management issue. I fractured my spine and that has led to a lifetime of pain [...] my doctor suggested that I try another path which is using plant based medicine. That has been a god send [...] it actually helps to relegate that pain to a background feeling rather than something that is present as absolute pain [...] and that really helps me manage my condition [...] when I was taking opioids, which was the traditional go-to when I couldn't have plant based medicine, I developed a tolerance for opioids and I found that the increasingly heavy doses were unsustainable [...] the use of plant based medications and its ability to allow me a good night's sleep has been an absolute game-changer for the management of my pain. Does it really work? My answer that that is yes. I am thoroughly enjoying my retirement [...] the big issue of pain is nicely managed with a large degree of help from plant based medicine."</p>	https://www.alternaleaf.com.au/blog	On at least 25 March 2024		Yes – "That has been a god send"	Yes – "when I was taking opioids, which was the traditional go-to when I couldn't have plant based medicine, I developed a tolerance for opioids and I found that the increasing heavy doses were unsustainable [...] the use of plant based medications and its ability to allow me a good night's sleep has been an absolute game-changer for the management of my pain."	See Annexure A row [17]
199.	<p><i>'Matt's Story'</i></p> <p>"Plant medicine had a big effect on my life, so I could manage my pain again, I could sleep properly. It allows me to do things I couldn't do before [...] I had a workplace injury 12 months ago and I have been struggling with chronic pain ever since [...] the injury I had was a broken right fibia it was called a weather fracture of the right ankle also ligament damage and severe bruising. It's been a battle for the last 12 months, I was in a moon boot for best part of 3 months, stopped healing, I was almost had an operation it's been 12 months of a lot of pain [...] I was prescribed Endone and Panadeine Forte. I didn't like the effects. I was depressed, anxious and I couldn't sleep. Brain fog, not interacting with people. I actually told the doctor after 2 and a half months, that I didn't want to take them anymore [...] I've been using plant medicine for about 7 months. I researched it for about 2 weeks and finally decided to give it a go. Pretty much noticed the effects immediately. My mental health improved a lot. It helped a lot with my anxiety. It lifted my mood and just made me feel a lot better [...] I would highly recommend anyone with chronic pain or similar conditions to me to give it a go. I am still not 100% cured but I'm getting a whole lot better [...] Plant medicine has helped me out a lot [...] I've got my life back."</p>	https://www.alternaleaf.com.au/blog	On at least 25 March 2024		<p>Yes – "Plant medicine had a big effect on my life",</p> <p>"I could manage my pain again, I could sleep properly.",</p> <p>"It allows me to do things I couldn't do before",</p> <p>"Pretty much noticed the effects immediately. My mental health improved a lot. It helped a lot with my anxiety. It lifted my mood and just made me feel a lot better [...]", "Plant medicine has helped me out a lot [...] I've got my life back."</p>	Yes – "I was prescribed Endone and Panadeine Forte. I didn't like the effects."	See Annexure A row [18]
200.	<p><i>'Rachel's Story'</i></p> <p>"My whole life changed. [...] I'm a plant medicine patient. I was diagnosed with this nerve condition called Trigeminal Neuralgia [...] I left the hospital. They had me on anti-seizure medication, OxyContin, Endone, anti-inflammatory. Lot's of medicine, I didn't feel like</p>	https://www.alternaleaf.com.au/blog	On at least 25 March 2024			Yes – "They had me on anti-seizure medication, OxyContin, Endone, anti-inflammatory. Lot's of medicine, I didn't feel	See Annexure A row [19]

No.	The statement(s)	Location	Date(s) of the statement(s)	Whether the statement represents medical cannabis to be safe, or without harm or side-effects (Code, s 9(1)(a))	Whether the statement represents medical cannabis to be infallible, unfailing, magical or miraculous (Code, s 9(1)(c))	Whether the statement compares the goods to other therapeutic goods or services and suggests those goods are harmful or ineffectual (Code, s 9(3)(f))	Advertiser reference
	myself [...] I tried to wean off. It was the most pain I've ever been in. Every single joint in my body was on fire. I couldn't sleep [...] And then so I actually started using CBD oil [...] So I jumped on my computer straight away and filled out the intake form. The nurse called me. I was able to tell her exactly the things that I was dealing with. It was a mix of ADD, PTSD, chronic pain [...] I got my first script and that's when things started to get really better for me. I was able to come off all my meds within about 4 weeks. My nerve pain went down. I was sleeping through the night again [...] Plant medicine has also helped me to get back in my community and friends circle [...]"					like myself ... I got my first script and that's when things started to get really better for me. I was able to come off all my meds within about 4 weeks."	
201.	<ul style="list-style-type: none"> "While cannabis is generally considered safe, it can cause side effects such as drowsiness, dizziness and impaired coordination. These will generally be less severe with CBD-dominant products." "However, it's worth noting that traditional anxiety medications, such as benzodiazepines, can also cause significant side effects, such as weight gain and sexual dysfunction, as well as painful withdrawal symptoms. In some cases, medical cannabis may be a preferred alternative." 	https://www.alternative.com.au/post/cannabis-and-alternative-therapies-for-anxiety-a-quick-reference	From at least 15 December 2023 to at least 3 April 2024	Yes – "... cannabis is generally considered safe"		Yes – "However, it's worth noting that traditional anxiety medications, such as benzodiazepines, can also cause significant side effects, such as weight gain and sexual dysfunction, as well as painful withdrawal symptoms. In some cases, medical cannabis may be a preferred alternative"	See Annexure A row [23]
202.	"Thankfully, researchers and medical professionals are continually discovering the benefits of alternative therapies such as medical cannabis. With more research, we may see these medications used more often in the management of chronic conditions such as dementia, when conventional treatments aren't effective or cause unmanageable side effects."	https://www.alternative.com.au/post/medical-cannabis-dementia-what-we-know	From at least 19 January 2024 to at least 3 April 2024			Yes – "With more research, we may see these medications used more often in the management of chronic conditions such as dementia, when conventional treatments aren't effective or cause unmanageable side effects."	See Annexure A row [24]
203.	<ul style="list-style-type: none"> "Aside from the potential side effects and interactions with other medications, <u>CBD</u> is generally thought to be a safe treatment. Although there's been little research into the safety of using CBD long-term, a 2018 study on people with treatment-resistant epilepsy found that most patients tolerated CBD well, with some of the participants using CBD for up to two years." 	https://www.alternative.com.au/post/what-is-cannabidiol-cbd	From at least 30 January 2024 to at least 3 April 2024	Yes – "Aside from the potential side effects and interactions with other medications, CBD is generally thought to be a safe treatment."			See Annexure A row [32]
Medical Cannabis Awareness Week Website							
204.	"Luke A - For 12 years, I battled chronic pain and post-traumatic stress disorder after witnessing some horrific events in my life. Things only became worse when doctors dangerously prescribed [unreadable] and opioids, which only left me addicted with no relief. My addiction..."	https://www.medicalcannabisawarenessweek.com.au/	On at least 21 February 2023			Yes	See Annexure B row [105]

No.	The statement(s)	Location	Date(s) of the statement(s)	Whether the statement represents medical cannabis to be safe, or without harm or side-effects (Code, s 9(1)(a))	Whether the statement represents medical cannabis to be infallible, unfailing, magical or miraculous (Code, s 9(1)(c))	Whether the statement compares the goods to other therapeutic goods or services and suggests those goods are harmful or ineffectual (Code, s 9(3)(f))	Advertiser reference
205.	Testimonial by Sam S - "Revelatory peace of mind. I went on cannabis for anxiety but have also noticed benefits with inflammation, gut problems and insomnia. It has improved my quality of life in many ways..."	https://www.medicalcannabisawarenessweek.com.au/tell-my-story	From at least 21 February 2023 to at least 1 March 2023	Yes – "I get no negative side effects."	Yes – "Revelatory peace of mind. I went on cannabis for anxiety but have also noticed benefits with inflammation, gut problems and insomnia. It has improved my quality of life in many ways..."		See Annexure B row [109]
206.	<ul style="list-style-type: none"> Testimonial by 'Ophelia Gray' – "I have been on so many medications to control anxiety, depression, migraines, cluster headaches, trigeminal neuralgia, misc nerve pain. None of it was working without unwanted side effects. The last treatment for migraines / cluster headaches has been botox injections that cause more pain than they relieve. After a short time on botox, I am now resistant to it. It doesn't work and instead makes cluster headaches a lot worse." Testimonial by 'torren_saxon' – "I'm 50 years old and have suffered from Anxiety most of my life, with doctors prescribing opiates and many other drugs to treat my condition. None of which actually worked lol ... cannabis is the only medication that actually works with my anxiety and for me that's huge as I have tried so many and I had just resigned myself to the fact that this was just how life is for me..." 	https://www.medicalcannabisawarenessweek.com.au/tell-my-story	On at least 1 March 2023			Yes	See Annexure B row [110]
207.	<ul style="list-style-type: none"> "Anonymous - "Sleep is Nice! I have lived with insomnia all my life. Most medications prescribed by GP's either made me feel very groggy, didn't work at all or were habit forming. In medical cannabis, I have found an alternative that helps me get to much needed sleep..." "iamsunwian2 - Still a problem with work...I can't fault the benefits for myself and my family when I'm able to use cannabis vs traditional medications. I'm happier, calmer and less likely to spiral..." 	https://www.medicalcannabisawarenessweek.com.au/	From at least 28 February 2023 to at least 7 March 2023			Yes	See Annexure B row [106]
208.	<ul style="list-style-type: none"> "One of the main reasons medical cannabis can be more expensive than street cannabis is the quality control and testing processes that medical cannabis must go through to ensure it is safe and effective for patients." "The Therapeutic Goods Administration (TGA) conducts regular audits of cannabis medicines to ensure the plant composition labelling and quality is accurate to ensure consistency from batch to batch. This also guarantees safety and ensures all products are free from pesticides, moulds, bacteria, heavy metals and other contaminants often found in BMC." "Medical cannabis has been life changing for my chronic pain" 	https://www.medicalcannabisawarenessweek.com.au/ask-a-question	From at least 23 February 2023 to at least 8 March 2023	Yes – "The Therapeutic Goods Administration (TGA) conducts regular audits of cannabis medicines to ensure the plant composition labelling and quality is accurate to ensure consistency from batch to batch. This also guarantees safety and ensures all products are free	Yes – "Medical cannabis has been life changing for my chronic pain"		See Annexure B row [108]

No.	The statement(s)	Location	Date(s) of the statement(s)	Whether the statement represents medical cannabis to be safe, or without harm or side-effects (Code, s 9(1)(a))	Whether the statement represents medical cannabis to be infallible, unfailing, magical or miraculous (Code, s 9(1)(c))	Whether the statement compares the goods to other therapeutic goods or services and suggests those goods are harmful or ineffectual (Code, s 9(3)(f))	Advertiser reference
				<p>from pesticides, moulds, bacteria, heavy metals and other contaminants often found in BMC."</p> <p>"One of the main reasons medical cannabis can be more expensive than street cannabis is the quality control and testing processes that medical cannabis must go through to ensure it is safe and effective for patients."</p>			
209.	<ul style="list-style-type: none"> "87% of patients agreed their quality of life has improved". Next to this statement appear the following quotes: <ul style="list-style-type: none"> "It has helped me in more ways than I could ever repay" "Medical cannabis has positively transformed my ability to navigate daily life, be with my family and stay off other pain medication" "At Painaustralia we know treatment options for chronic pain have been reduced in recent years. We want to see consumers having access to more and more safe and legal treatment options for the unending and debilitating pain 1 in 5 Australians live with every day." "...We have to work together to ensure a safe, regulated and tested product that meets the high standards of the TGA [and] is accessible to all patients... - Tom Varga, CEO of Biortica". 	https://www.medicalcannabisawarenessweek.com.au/	From at least 21 February 2023 to at least 7 March 2023	<p>Yes – "Safe and legal treatment options"</p> <p>"safe, regulated and tested product"</p>	<p>Yes – "It's made a huge impact on my day to day life"</p> <p>"It has helped me in more ways than I could ever repay"</p> <p>"Medical cannabis has positively transformed my ability to navigate daily life, be with my family and stay off other pain medication"</p>		See Annexure B row [106]
Alternaleaf Instagram Account							
210.	<p>"@pendergastjake - I have ADHD and have just started alternaleaf. It's been life changing. I can finally sleep regularly. I'm less anxious. I'm less aggravated. And it just slows everything down at the end of a long ass day. Highly recommend".</p> <p>"@pendergastjake this is great to hear thank you [emoji]"</p>	https://www.instagram.com/p/CnWgfcotKAH/	From at least 13 January 2023 to at least 7 March 2023		Yes – "I have ADHD and have just started alternaleaf. It's been life changing."		See Annexure A row [57]
211.	<ul style="list-style-type: none"> "96% found it effective in managing pain"; "88% reported improved quality of life"; "75% experienced fewer side effects than with other medications" "64% resumed activities they'd stopped due to pain"; 	https://instagram.com/p/CxFzC5HswPY/	From 12 September 2023 to at least 1 December 2023	Yes – see underlined text in column (a)		Yes – "75% experienced fewer side effects than with other medications"	See Annexure A row [61]

No.	The statement(s)	Location	Date(s) of the statement(s)	Whether the statement represents medical cannabis to be safe, or without harm or side-effects (Code, s 9(1)(a))	Whether the statement represents medical cannabis to be infallible, unfailing, magical or miraculous (Code, s 9(1)(c))	Whether the statement compares the goods to other therapeutic goods or services and suggests those goods are harmful or ineffectual (Code, s 9(3)(f))	Advertiser reference
	<ul style="list-style-type: none"> "62% stopped using other pain medications"; and "30%+ average reduction in reported pain", 						
Alternaleaf Facebook Account							
212.	<ul style="list-style-type: none"> a comment from "Kylie Simmons": "Cannot recommend CBD oil enough for menstrual cramps!! No more toxic painkillers!!"; and a comment from "Alternaleaf": "That's so good to hear Kylie! CBD oil is just amazing" 	https://www.facebook.com/Alternaleaf	From at least 17 January 2022 to at least 23 February 2023		Yes – "CBD oil is just amazing"	Yes - "No more toxic painkillers!!"	See Annexure A row [68]
213.	<ul style="list-style-type: none"> "Lauren Taylor ALTERNALAEF NURSE" "I saw medical cannabis transform an end of life patient from vegetative to interactive", "...Meet one of our amazing women, Lauren Taylor - a 28 year-old nurse... Before joining our team, she worked in aged care, where she witnessed the transformative power of medical cannabis. She administered it to a gentleman in palliative care who was in a vegetative state and saw how he lit up, smiled, and could interact with his loved ones again. This experience opened her eyes to the potential of medical cannabis. On maternity leave, Lauren decided to reevaluate her career and take on a role at alternaleaf to help more patients with this powerful medicine...." 	https://www.facebook.com/Alternaleaf/photos/a.400431465070196/740295001083839	On at least 9 March 2023		Yes		See Annexure A row [72]
214.	<ul style="list-style-type: none"> "Patient Insights: Medical Cannabis for Chronic Pain In our recent survey of patients using medical cannabis for chronic pain, here's what more than 2,900 of you told us. Your experiences are shaping the future of pain relief" "75% experienced fewer side effects than with other medications" 	https://facebook.com/Alternaleaf/posts/pfbidOwR159e4cdYr5Yhwcl5hyUGpwwmQQcknvbdpYvK2AgSM7RA8g78myEFnT1kLEa1AqI	From at least 12 September 2023 to at least 6 December 2023			Yes	See Annexure A row [73]
Alternaleaf Twitter/X Account							
215.	"THC is a medical compound found in cannabis. It's deemed safe by the TGA, and there is a lot of scientific support for its use in medicine."	https://www.twitter.com/alternaleaf	From 21 December 2022 to at least 22 February 2023	Yes			See Annexure A row [83]
216.	"Cannabidiol (CBD) is a safe and non-intoxicating cannabinoid present in hemp and cannabis plants (which are members of the same species but have different textures and characteristics). It's most often found in oils, tinctures, sprays, topicals, and more."	https://www.twitter.com/alternaleaf	From 4 January 2023 to at least 22 February 2023	Yes			See Annexure A row [84]
217.	<ul style="list-style-type: none"> "75% experienced fewer side effects than with other medications" "62% stopped using other pain medications" 	https://www.twitter.com/alternaleaf/status/1701515504127472068	From 12 September 2023 to at least 6 December 2023			Yes	See Annexure A row [94]

ANNEXURE G: SCIENTIFIC / CLINICAL REPRESENTATIONS

No.	The statement(s) that referred to scientific or clinical research and the scientific or clinical research referred to	Location	Date(s) of the statement(s)	The information in s 11(3)(a) to (c) that the advertisement did not contain	Advertisement reference
Alternaleaf Twitter/X Account					
218.	"Studies suggest that caryophyllene reduces anxiety, pain and inflammation".	https://www.twitter.com/alternaleaf	From 16 January 2023 to at least 22 February 2023	(a) and (c)	See Annexure A row [85]
219.	"A study on pinene concluded that it might help patients struggling with convulsions (including epilepsy), gastrointestinal disorders, arthritic pain, and asthma."	https://www.twitter.com/alternaleaf	From 23 January 2023 to at least 22 February 2023	(a) and (c)	See Annexure A row [86]
220.	"According to research myrcene has a sedative effect. It is the most common terpene found in medical cannabis."	https://www.twitter.com/alternaleaf	From 30 January 2023 to at least 22 February 2023	(a) and (c)	See Annexure A row [87]
221.	<ul style="list-style-type: none"> "There is some evidence to suggest that terpenes might work in concert with THC and CBD, creating an entourage effect. It is believed that limonene, may work in concert with CBD to reduce anxiety." "In clinical studies, limonene was found to help those suffering from chronic bronchitis" 	https://www.twitter.com/alternaleaf	From 6 February 2023 to at least 22 February 2023	(a) and (c)	See Annexure A row [89]

ANNEXURE H: HEALTH WORKER TESTIMONIALS & ENDORSEMENTS

No.	The testimonial(s) / endorsement(s)	Location	Date(s) of the testimonial(s) / endorsement(s)	Who made the testimonial/ endorsement	Advertisement reference
Alternaleaf Facebook Account					
222.	<ul style="list-style-type: none"> "Lauren Taylor ALTERNALEAF NURSE" "I saw medical cannabis transform an end of life patient from vegetative to interactive" "...Meet one of our amazing women, Lauren Taylor - a 28 year-old nurse... Before joining our team, she worked in aged care, where she witnessed the transformative power of medical cannabis. She administered it to a gentleman in palliative care who was in a vegetative state and saw how he lit up, smiled, and could interact with his loved ones again. This experience opened her eyes to the potential of medical cannabis. On maternity leave, Lauren decided to reevaluate her career and take on a role at alternaleaf to help more patients with this powerful medicine....". 	https://www.facebook.com/Alternaeaf/photos/a.400431465070196/740295001083839	On at least 9 March 2023	Current nurse, being a current health practitioner (implied endorsement)	See Annexure A row [72]
223.	<ul style="list-style-type: none"> "Considering the switch to plant medicine" "Types of plant medicine available" "Live Q&A with highly qualified Alternaleaf nurse" "Nurse Q&A" and "Isabella O. Ahpra - registered Nurse at Alternaleaf". 	https://www.facebook.com/Alternaleaf/posts/pfbid02q28dp6Ww5pW9aL17tJRQxPvJyWzUrBFEuZk8mM98WbCiA6gxc58unzUw8mx9TgCbl	From at least 19 October 2023 to at least 9 January 2024	Current nurse, being a current health practitioner (implied endorsement)	See Annexure A row [75]
Alternaleaf Twitter/X Account					
224.	[image] "Preparing for the Holidays: Laws Around Plant Medicine Legalities Devices Nurse Q&A Kelly King, Communications Manager at Alternaleaf Lauren T, Ahpra-registered Nurse at Alternaleaf"	https://twitter.com/alternaleaf/status/1726890099374170144	From 21 November 2023 to at least 8 January 2024	Current nurse, being a current health practitioner (implied endorsement)	See Annexure A row [100]
Medicinal Cannabis Awareness Week Website					
225.	<ul style="list-style-type: none"> A comment by 'Isabella Osborn', identified as a 'Registered Nurse': "... The use of medicinal cannabis in the treatment of chronic non-cancer pain and inflammation has been well established. Recent Australian research has found that medicinal cannabis may be of benefit for people with endometriosis as it appears to be effective for pelvic pain, gastrointestinal issues and mood." A comment by 'Zoe G', identified as a 'Registered Nurse': "... Medical cannabis in Australia is highly regulated to ensure patient safety and consistency of product formulation. The Therapeutic Goods Administration (TGA) conduct regular audits of cannabis medicines to ensure the plant composition labelling and quality is accurate to ensure consistency from batch to batch. This also guarantees safety and ensures all products are free from pesticides, moulds, bacteria, heavy metals and other contaminants often found in BMC [black market cannabis]." 	https://www.medicalcannabisawarenessweek.com.au/ask-a-question	From at least 23 February 2023 to at least 28 February 2023	Current nurse, being a current health practitioner (implied endorsement)	See Annexure B row [107]
226.	<ul style="list-style-type: none"> "What are the most common conditions treated by medical cannabis?" Response by Imogen P (Registered Nurse) - "...The majority are chronic pain or mental health issues - cannabis is about symptom management, so in general we see conditions where pain, anxiety and depression, associated insomnia (amongst other symptoms) are commonly present." 	https://www.medicalcannabisawarenessweek.com.au/ask-a-question	From at least 23 February 2023 to at least 8 March 2023	Current nurse, being a current health practitioner (implied endorsement)	See Annexure B row [108]