



**Australian Government**  

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**Department of Health and Aged Care**  
Therapeutic Goods Administration

## **Advertising Approval: Molnlycke Health Care Pty Ltd – Exufiber Ag+ (ARTG 370959)**

### ***Therapeutic Goods Act 1989***

### **Approval under section 42DF for use of restricted representations by Molnlycke Health Care Pty Ltd**

I, Rowena Love, as a delegate of the Secretary to the Department of Health and Aged Care, on receipt of an application from Molnlycke Health Care Pty Ltd, have approved under section 42DF of the *Therapeutic Goods Act 1989*, the restricted representation described in paragraph **(A)**, for use in advertisements for the product identified in paragraph **(B)**, when the statements identified in paragraph **(C)** are prominently displayed or communicated<sup>1</sup> in the advertisement in which the restricted representation is used (including on the label and packaging of the goods), subject to the conditions identified in paragraph **(D)**.

#### **(A)**

- Exufiber Ag+ is intended to be used on the following, medium to high fluid wounds, including if these wounds are showing signs of infection.
  - Venous leg ulcers
  - Diabetic foot ulcers
  - Pressure injuries

Exufiber Ag+ absorbs and retains wound fluid and inactivates a variety of wound-related germs. in its entirety, (the **Representation**).

#### **(B)**

- Exufiber Ag+ - Dressing, highly-absorbent, hydrophilic gel-forming, antimicrobial (ARTG 370959)

#### **(C)**

- Exufiber Ag+ should be used by or under the supervision of a qualified Healthcare Professional. It is not a replacement for comprehensive infection management by a health professional;
- If you are concerned about your wound, please contact your Healthcare Professional.

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<sup>1</sup> ***prominently displayed or communicated***, in relation to a statement in an advertisement, means:

(a) either:

- (i) for a visual statement—easily read from a reasonable viewing distance for the particular media type in the context in which the advertisement is intended to be viewed; or
- (ii) for a spoken statement—able to be clearly heard and understood; and

(b) repeated as often as necessary to be noticed by a viewer or listener.

**(D)**

- Advertisements in which the Representation is used must comply with the Therapeutic Goods Advertising Code (the Code).

Dated this 6<sup>th</sup> day of February 2025

*Signed electronically*

Rowena Love  
Delegate of the Secretary to the Department of Health and Aged Care  
Advertising and Compliance Education and Policy Section  
Regulatory Compliance Branch