



Australian Government

Department of Health, Disability and Ageing

Therapeutic Goods Administration

Joe Monzer Hammoude
Iquality Group Pty Ltd
ACN 606 438 957
[REDACTED]

By email only: [REDACTED] and [REDACTED]

Date given: 03/10/2025

Enquiries:

Contact Officer: [REDACTED]

Contact Officer Telephone: [REDACTED]

Contact Email: [REDACTED]

**ADVERTISING DIRECTION GIVEN TO JOE MONZER HAMMOUDE AND IQUALITY GROUP
PTY LTD**

Under section 42DZK of the *Therapeutic Goods Act 1989*

PART A: Notice of Advertising Direction

I, [REDACTED], am a delegate of the Secretary of the Australian Department of Health, Disability and Ageing in the Therapeutic Goods Administration (the **TGA**) under section 57(1) of the *Therapeutic Goods Act 1989* (the **Act**) and the Therapeutic Goods (Secretary) Delegation 2025. I am satisfied that there has been a contravention under section 42DZD and subsection 42DZE(1) of the *Therapeutic Goods Act 1989* (the **Act**) in relation to the advertising of vaping goods by Iquality Group Pty. Ltd and Joe Monzer Hammoude as follows:

- Iquality Group Pty. Ltd. advertised or caused the advertising of vaping goods in contravention of section 42DZD and subsection 42DZE(1) of the Act because no authorisation under section 42DZC is in force in relation to the advertising of the vaping goods, including in the [Therapeutic Goods \(Vaping Goods - Advertising\) Authorisation 2024 \(Cth\)](#).
- Joe Monzer Hammoude, an executive officer of Iquality Group Pty. Ltd., advertised or caused the advertising of vaping goods in contravention of section 42DZD and subsection 42DZE(1) of the Act because no authorisation under section 42DZC is in force in relation to the advertising of the vaping goods, including in the [Therapeutic Goods \(Vaping Goods - Advertising\) Authorisation 2024 \(Cth\)](#).

PART B: Advertisements

I make this direction in relation to the advertising of vaping goods on the website at the Uniform Resource Locator (URL) <https://iget-vapes.com> (the **Advertising**). Examples of the Advertising are provided in **Attachment A**.

PART C: Direction

I **DIRECT** Iquality Group Pty. Ltd and Joe Monzer Ham moude, as the persons apparently responsible for the advertising, or for causing the advertising of the vaping goods, to:

1. **Cease** all unlawful advertising of vaping goods on all websites, social media accounts or other advertising platforms for which Iquality Group Pty. Ltd. is responsible, including but not limited to the advertising on the website at the Uniform Resource locators (URLs) <https://iget-vapes.com> (the **Iget-vapes Website**).

PART D: Conditions under subsection 42DZK(3) of the Act

This **Direction** is subject to the following conditions that you must:

- (a) **complete** each action you are directed to carry out including as required by these conditions within 5 days of the date of this Direction;
- (b) **cease**, for an indefinite period, all advertising referred to at paragraph 1 above; and
- (c) **email** evidence of your compliance with this **Direction** to the email address listed on the first page of this Direction within **5 days of the date of this Direction**.

PART E: Other information

This information is for **general guidance only**. We recommend that you obtain independent legal advice if you have specific concerns.

Effect of not complying with this Direction

Failure to comply with this direction within the period specified:

- (a) is an offence under section 42DZL of the Act; and
- (b) will contravene a civil penalty provision under section 42DZM of the Act

which could lead to court action against you. Sections 42DZL and 42DZM are reproduced with the covering letter to this Notice.

In conjunction with pursuing civil or criminal court action, the TGA may also seek an injunction from the Federal Court of Australia ordering you to immediately cease your advertising.

The TGA could also issue an infringement notice as an alternative to these actions.

The TGA can also alert the public to its concerns about particular vaping goods advertising through the use of public warning notices (section 42DZN).

Review Rights

This decision is reviewable. Your review rights are set out in **Attachment B**.

Publication

Please note, as required under subsection 42DZK(6) of the Act, the TGA will publish this direction on its website. Publication is planned in the week commencing: **7 October 2025**.

[REDACTED]

[REDACTED]

Vaping Implementation and Enforcement Branch
Therapeutic Goods Administration
PO Box 100; WODEN ACT 2609

Enclosures

Attachment A – Examples of the Advertising

Attachment B – Information about review rights

Attachment A – Examples of the Advertising - <https://iget-vapes.com>*(Please note this is not an exhaustive list)*

Item	Example of Advertisements	Advertising Location (URL)
1.	[REDACTED] (as at 19.09.2025)	[REDACTED]
2.	[REDACTED] (as at 19.09.2025)	[REDACTED]
3.	[REDACTED] (as at 19.09.2025)	[REDACTED]
4.	[REDACTED] (as at 19.09.2025)	[REDACTED]
5.	[REDACTED] (as at 19.09.2025)	[REDACTED]
6.	[REDACTED] (as at 19.09.2025)	[REDACTED]
7.	[REDACTED] (as at 19.09.2025)	[REDACTED]
8.	[REDACTED] (as at 19.09.2025)	[REDACTED]
9.	[REDACTED] (as at 30.09.2025)	[REDACTED]
10.	[REDACTED] (as at 30.09.2025)	[REDACTED]
11.	[REDACTED] (as at 30.09.2025)	[REDACTED]
12.	[REDACTED] (as at 30.09.2025)	[REDACTED]
13.	[REDACTED] (as at 30.09.2025)	[REDACTED]
14.	[REDACTED] (as at 30.09.2025)	[REDACTED]
15.	[REDACTED] (as at 30.09.2025)	[REDACTED]
16.	[REDACTED] (as at 30.09.2025)	[REDACTED]

[REDACTED]

Item 1: [REDACTED] (as at 19.09.2025)

[REDACTED]

Item 2: [REDACTED] (as at 19.09.2025)

[REDACTED]

Item 3: [REDACTED] (as at 19.09.2025)

[REDACTED]

Item 4: [REDACTED] (as at 19.09.2025)

[REDACTED]

Item 5: [REDACTED] (as at 19.09.2025)

[REDACTED]

Item 6: [REDACTED] (as at 19.09.2025)

[REDACTED]

Item 7: [REDACTED] (as at 19.09.2025)

[REDACTED]

Item 8: [REDACTED] (as at 19.09.2025)

[REDACTED]

Item 9: [REDACTED] (as at 30.09.2025)

[REDACTED]

Item 10: [REDACTED] (as at 30.09.2025)

[REDACTED]

Item 11: [REDACTED] (as at 30.09.2025)

[REDACTED]

Item 12: [REDACTED] (as at 30.09.2025)

[REDACTED]

Item 13: [REDACTED] (as at 30.09.2025)

[REDACTED]

Item 14: [REDACTED] (as at 30.09.2025)

[REDACTED]

Item 15: [REDACTED] (as at 30.09.2025)

[REDACTED]

Item 16: [REDACTED] (as at 30.09.2025)

Attachment B – Information about review rights

Request for reconsideration of an initial decision

This decision is a reviewable initial decision under section 60 of the Act. Under section 60, a person whose interests are affected by a 'reviewable' initial decision, can seek reconsideration of the initial decision.

As this document constitutes written notice of the making of an initial decision being given by the Secretary (or of a delegate of the Secretary), a request for reconsideration of this initial decision must be given to the Minister within 90 (calendar) days after the initial decision notice is given and be accompanied by any information that you wish to have considered by the Minister. So, to avoid doubt, within 90 days of this notice being given. A request for reconsideration given to the Minister outside of the statutory 90 day reconsideration period cannot be accepted.

The Minister may either personally undertake a request for reconsideration of an initial decision, or delegate this function to an officer of the Department with the appropriate delegation.

Under section 60(3A) of the Act, the Minister (or the Minister's delegate) is not able to consider any information provided after the a request for reconsideration of an initial decision is made unless the information is provided in response to a request from the Minister (or the Minister's delegate), or it is information that indicates that the quality, safety or efficacy of the relevant therapeutic goods is unacceptable.

Guidelines for requesting reconsideration of an initial decision

Prior to requesting reconsideration of an initial decision, persons affected by an initial decision are advised to refer to the [TGA website](#) for specific information and detailed guidance for making a request for reconsideration.

A request for reconsideration should then be made in writing, signed and dated by the person requesting reconsideration and should include the following:

- a copy of the initial decision notification letter, i.e. this letter (or other evidence of notification);
- identify, and describe with as much specificity as possible, which component(s) of the initial decision should be reconsidered and set out the reasons why reconsideration is requested;
- any information/documentation in support of the request, clearly labelled to correspond with (any or each of) the reasons why reconsideration is requested; and
- an email address nominated for the purposes of receiving correspondence in relation to the request for reconsideration.

A list of all attachments in the submission, or a table of contents, would also be appreciated, particularly for requests involving a significant number of supporting materials sent in multiple emails.

All requests for reconsideration should be given to the Minister by email:

Email: **'Minister.Butler.DLO@health.gov.au'** and copied to

'decision.review@health.gov.au'

Subject: **"<insert name of person/company making request> - Request for Reconsideration Under Section 60 of the Therapeutic Goods Act 1989"**

Requests for reconsideration that include material which cannot be attached to a single email, may be submitted under multiple, sequentially numbered emails (e.g. "... - Email 1 of 3", "... - Email 2 of 3" etc). All sequentially numbered emails must be given to the Minister on the same date.

Under section 60 of the Act, the decision upon reconsideration by the Minister (or the Minister's delegate) must be to either 'confirm', 'revoke' or 'revoke and substitute' the initial decision. The

Minister (or the Minister's delegate) must give notice in writing of the outcome of the decision upon reconsideration to the person whose interests are affected, within 60 (calendar) days after making a request for reconsideration. If the Minister (or the Minister's delegate) fails to give such notice within 60 days, the Minister (or the Minister's delegate) is deemed to have confirmed the initial decision.

Subject to the *Administrative Review Tribunal Act 2024*, if you are dissatisfied with the decision upon reconsideration by the Minister (or the Minister's delegate), you can apply to the [Administrative Review Tribunal \(ART\)](#) for a review of that decision upon reconsideration.

NOTE: This initial decision remains in effect unless and until it is revoked or revoked and substituted by the Minister (or the Minister's delegate) as a result of a request for reconsideration under section 60 of the TG Act OR is set aside, varied or remitted by the ART or is otherwise overturned or stayed.