



Tips for Complying with TGA Advertising Rules

You can't advertise therapeutic goods containing prescription-only substances.

Weightloss treatment available now.

You can't talk about your experience of using a therapeutic good if you've been paid to do so.

#ad #gifted #sponsored

You can't refer to serious conditions without TGA permission.

#cured #miraclesupplement #easyfix


You can't advertise therapeutic goods that aren't entered on the ARTG.

You can't use indications other than those included on the ARTG.


You can't state or imply government endorsement.

TGA APPROVED!

This fact sheet provides a general overview of key advertising requirements. It is not an exhaustive list. Advertisers must ensure their content complies with all applicable laws and regulations relevant to their advertising activities. It is the advertiser's responsibility to stay informed and seek legal or professional advice where necessary.

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Read our updated guidance on **Advertising therapeutic goods on social media**.
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For more information about the legislative requirements for advertising therapeutic goods on social media platforms, visit the **TGA website**.
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Submit an advertising enquiry through the TGA website.
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For advice specific to your circumstances seek independent legal advice or assistance of a regulatory affairs consultant.