

NOTICE OF FILING

Details of Filing

Document Lodged:	Concise Statement
Court of Filing	FEDERAL COURT OF AUSTRALIA (FCA)
Date of Lodgment:	15/09/2026 4:19:16 PM AEST
Date Accepted for Filing:	15/09/2026 4:48:07 PM AEST
File Number:	NSD1717/2026
File Title:	SECRETARY OF THE DEPARTMENT OF HEALTH, DISABILITY AND AGEING v A.C.N. 641 483 703 PTY LIMITED (IN LIQUIDATION) & ORS
Registry:	NEW SOUTH WALES REGISTRY - FEDERAL COURT OF AUSTRALIA



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

FEDERAL COURT OF AUSTRALIA
DISTRICT REGISTRY: NEW SOUTH WALES
DIVISION: COMMERCIAL AND CORPORATIONS

NO NSD OF 2026

SECRETARY OF THE DEPARTMENT OF HEALTH, DISABILITY AND AGEING

Applicant

A.C.N. 641 483 703 PTY LIMITED (in liquidation) and others named in the Schedule

Respondents

A. IMPORTANT FACTS GIVING RISE TO THE CLAIM

1. From 6 June 2024 to 14 July 2025 (**Relevant Period**), the First Respondent advertised therapeutic goods, primarily peptides, across various online platforms in contravention of ss 42DLB(1) and 42DMA(1) of the *Therapeutic Goods Act 1989* (Cth) (**TG Act**). Over substantially the same period, the Second and Third Respondents aided, abetted, counselled or procured the First Respondent's contraventions of ss 42DLB(1) and 42DMA(1), in contravention of s 42YC of the TG Act.
2. Peptides are short chains of amino acids, which are the building blocks of proteins. Peptides can mimic or stimulate natural biological processes, including those involved in growth, metabolism and tissue repair. At all times during the Relevant Period, the peptides and other products advertised by the First Respondent were therapeutic goods within the meaning of s 3(1) of the TG Act. The majority of products advertised by the First Respondent contained substances listed in Schedule 4 of the then current *Therapeutic Goods (Poisons Standard) Instrument* (**Poisons Standard**), meaning they could only be supplied by prescription by a medical practitioner.
3. The circumstances giving rise to the First Respondent's contraventions of ss 42DLB(1) and 42DMA(1) included that the advertisements contained prohibited and restricted representations (as defined in s 42DLB(2) and (4)); referred without authorisation to Schedule 4 substances (s 42DLB(7)); referred to therapeutic goods not entered into the Australian Register of Therapeutic Goods (**Register**) (s 42DLB(9)); or made representations that did not comply with the *Therapeutic Goods (Therapeutic Goods Advertising Code) Instrument 2021* (Cth) (**TG Code**) (s 42DMA(1)). Some advertisements had more than one of these characteristics.

Filed on behalf of the Secretary of the Department of Health,
Disability and Ageing

Prepared by: Jacqueline Bisas

AGS lawyer within the meaning of s 55I of the *Judiciary Act*
1903

Address for Service:

The Australian Government Solicitor,
Level 34, 600 Bourke St, Melbourne, VIC 3000
Jacqueline.Bisas@ags.gov.au

File ref: 24011593

Telephone: 03 924 21487

Lawyer's Email:

Jacqueline.Bisas@ags.gov.au

The Parties

4. From 2020, the First Respondent, A.C.N. 641 483 703 Pty Limited (in liquidation), formerly BioV8 Pty Limited (**BioV8**), was the operator of an online retail business through which it sold therapeutic goods, including peptides.
5. The Second Respondent, **Mr Austin**, held roles as a director of BioV8 from 4 June 2020 to 29 July 2025, company secretary from 4 June 2020 to 3 March 2025, and Chief Executive Officer of BioV8 from June 2020 to 3 March 2025. Mr Austin was also a director of Twonics Consulting Pty Ltd (ABN 60 625 272 693) from 28 March 2018 to 3 March 2025.
6. The Third Respondent, **Mr McGill**, held roles as a director of BioV8 from 4 June 2020 to at least 23 September 2025, Chief Operations Officer from June 2020 to June 2024, Chief Growth Officer from July 2024 to 3 March 2025, and Chief Executive Officer from 3 March 2025 to at least 23 September 2025. Mr McGill was suspended from his role at BioV8 between 12 December 2024 and 3 March 2025.

The BioV8 Website and Social Media Accounts

7. From at least August 2020 to at least 23 September 2025, BioV8 operated a website at www.biov8.com.au (**BioV8 Website**), through which it advertised and sold therapeutic goods.
8. From 6 June 2024 to 1 July 2025, the registrant of the BioV8 Website was Twonics Consulting Pty Ltd, and the registrant contact was listed as Mr Austin. For the remainder of the Relevant Period, the registrant was BioV8. On 9 July 2025, Mr McGill replaced Mr Austin as the registrant contact.
9. At all material times from 2020 until 25 September 2025, BioV8 also operated social media accounts (**BioV8 Social Media Accounts**) including:
 - 9.1. an Instagram account (**BioV8 Instagram Account**), associated with the Instagram page located at www.instagram.com/biov8clinic/;
 - 9.2. a Facebook account (**BioV8 Facebook Account**), associated with the Facebook page located at www.facebook.com/biov8clinic/; and
 - 9.3. a YouTube account (**BioV8 YouTube Account**), associated with the YouTube channel at <https://www.youtube.com/@biov8aus>.
10. The BioV8 Social Media Accounts allowed BioV8 to advertise therapeutic goods through the corresponding Instagram and Facebook pages (**BioV8 Social Media Pages**) and YouTube channel (**BioV8 YouTube Channel**) associated with the accounts.
11. At all material times during the Relevant Period, BioV8 also advertised non-prescription goods for purchase on the BioV8 Website, including vitamins, probiotics and other supplements. These goods could be accessed by all visitors to the BioV8 Website.

12. From at least 25 January 2024 to May 2025, BioV8 advertised peptide products and other prescription-only therapeutic goods on certain pages on the BioV8 Website, which could only be accessed after creating an account (**restricted access webpages**).
13. Prospective customers could create an account by completing and submitting the “BioV8 Registration Form”, which included questions about their health goals. After submitting the form, the individual was directed to a webpage advising them that their case would be reviewed. A “member care nurse” was responsible for reviewing each registration form and approving access to the restricted access webpages.
14. Once approved for access, BioV8 sent an email confirming that the account had been approved. The account-holder could then log in to the BioV8 Website using their credentials.
15. Before March 2024, an account-holder could access all restricted access webpages. Between March 2024 and May 2025, account-holders could access those restricted access webpages that were associated with the health goals they had identified when completing the BioV8 Registration Form.
16. From March 2024 to May 2025, account-holders could access restricted access webpages, and then purchase products from the restricted access webpages in one of three ways:
 - 16.1. identifying product(s) they wished to purchase and subsequently undertaking a telehealth consultation with a medical practitioner who would approve the purchase;
 - 16.2. speaking with a nurse consultant, then identifying product(s) they wished to purchase, and subsequently undertaking a telehealth consultation with a medical practitioner who would approve the purchase; or
 - 16.3. from December 2024, undertaking a telehealth consultation with a medical practitioner who would prescribe the product(s) to be purchased and generate an invoice, and then purchasing the products.
17. From 30 May 2025 at the earliest, account-holders were required to undertake the process described at paragraph 16.3 above before being granted access to the restricted access webpages. If approved, they could access restricted access webpages relating to products they had been prescribed, or which the medical practitioner considered appropriate to prescribe.
18. In addition to the restricted access webpages, from at least July 2024 to July 2025, the BioV8 Website also published information, in the form of blogs and guidance documents, which all visitors to the BioV8 Website could access.

The advertisements

19. During at least the Relevant Period, BioV8 advertised the products set out in Annexure A (**the advertised products**), which included peptides such as CJC-1295,

BPC-157 and GHRP-6, on the BioV8 Website and through the BioV8 Social Media Pages and YouTube Channel. The products were therapeutic goods within the meaning of s 3 of the TG Act, being goods which were represented to be, or were likely to be taken to be, for therapeutic use.

20. At all material times from June 2020 to March 2025, Mr Austin controlled or influenced, or was in the position to influence, the content of the BioV8 Website, Social Media Pages and YouTube Channel, by reason of his roles and responsibilities at BioV8, including those referred to at paragraph 45, and access to the BioV8 Social Media Accounts (including through agents).
21. At all material times from June 2020 to 11 December 2024, and from 3 March 2025 to at least 15 July 2025, Mr McGill controlled or influenced, or was in the position to influence, the content of the BioV8 Website and Social Media Pages and YouTube Channel, by reason of his roles and responsibilities at BioV8, including those referred to at paragraph 45, and access to the BioV8 Social Media Accounts (including through agents).

Prohibited representations: s 42DLB(2)

22. Annexure B to this Concise Statement identifies the advertisements on the BioV8 Website and Social Media Pages during the Relevant Period that contained representations regarding the treatment, cure, or prevention of conditions including (among others) cancer, HIV/AIDs, and mental illnesses.
23. Each of the conditions to which the representations referred is specified in Part 1 of Schedule 2 to the Therapeutic Goods Regulations 1990 (Cth) (**TG Regulations**), being a prohibited representation for the purposes of reg 6B of the TG Regulations, and s 42DJ(1) of the TG Act.
24. At all material times during the Relevant Period, the Secretary had not permitted the use of the prohibited representations identified in Annexure B in accordance with s 42DK of the TG Act.
25. By reason of the foregoing, s 42DLB(2) of the TG Act applies to each of the advertisements identified in Annexure B.

Restricted representations: s 42DLB(4)

26. Annexure C to this Concise Statement identifies the advertisements on the BioV8 Website and Social Media Pages during the Relevant Period that contained representations referring to conditions including (among others) Alzheimer's disease, Parkinson's disease, heart disease, multiple sclerosis, traumatic brain injury, and diabetes.
27. Each of the conditions to which the representations referred in the advertisements identified in Annexure C was a serious form of a disease, condition, defect or ailment within the meaning of s 28 of the TG Code, in that it is medically accepted that they require diagnosis, treatment or supervision by a suitably qualified health professional, or there is a diagnostic (including screening), preventative, monitoring, susceptibility or

pre-disposition test available for the form (including a self-administered test), which requires medical interpretation or follow-up. Therefore, the advertisements identified in Annexure C each contained restricted representations within the meaning of s 42DD of the TG Act.

28. At all material times during the Relevant Period, the Secretary had not approved the use of the restricted representations identified in Annexure C in accordance with s 42DF of the TG Act or permitted the use of those restricted representations in accordance with s 42DK of the TG Act.
29. By reason of the foregoing, s 42DLB(4) of the TG Act applies to each of the advertisements identified in Annexure C.

Advertisements referring to substances in Schedule 4 of the Poisons Standard: s 42DLB(7)

30. Annexure D to this Concise Statement identifies the advertisements on the BioV8 Website and Social Media Pages during the Relevant Period that referred to substances, or goods containing substances, in Schedule 4 of the current Poisons Standard as in force at the relevant time, including (among other substances) the peptides CJC-1295 and BPC-157.
31. None of the substances referred to in the advertisements identified in Annexure D were included in Appendix H of the Poisons Standard at any time during the Relevant Period, nor were any references to the substances in the advertisements authorised or required by a government or government authority such that s 42DLB(7) did not apply to the advertisements.
32. By reason of the foregoing, s 42DLB(7) of the TG Act applies to each of the advertisements identified in Annexure D.

Advertisements referring to therapeutic goods which are not entered in the Register: s 42DLB(9)

33. Annexure E to this Concise Statement identifies the advertisements on the BioV8 Website and Social Media Pages during the Relevant Period that referred to therapeutic goods which were not, at any relevant time, entered into the Register maintained by the Secretary pursuant to s 9A(1) of the TG Act.
34. At all times during the Relevant Period, none of the therapeutic goods referred to in the advertisements identified in Annexure E were the subject of any exemption, approval or authority under the TG Act or the TG Regulations. Consequently, the therapeutic goods to which the advertisements referred were each prescribed by reg 7(i) of the TG Regulations for the purposes of s 42DLB(9) of the TG Act.
35. In the alternative to paragraph 34 above, to the extent that any of the therapeutic goods in Annexure E were exempt goods by reason of being extemporaneously compounded for a particular person for therapeutic application to that person, the therapeutic goods:

- 35.1. are, or contain, a substance that was included in Schedule 4 to the current Poisons Standard as in force at the relevant time and was not included in Appendix H to the Poisons Standard, as particularised in relation to those goods in Annexure D; and
- 35.2. were therefore prescribed by reg 7(j) of the TG Regulations for the purposes of s 42DLB(9) of the TG Act.
36. The references the subject of paragraph 33 were not authorised or required by a government or government authority.
37. By reason of the foregoing, s 42DLB(9) of the TG Act applies to each of the advertisements identified in Annexure E.

Advertisements that did not comply with the Therapeutic Goods Advertising Code

38. The advertisements on the BioV8 Website and Social Media Pages during the Relevant Period identified in Annexure F to this Concise Statement, at rows 1, 2, 3, 4.1, 4.2, 5.1, 5.2, 6.1, 6.2, 7, 8.1, 8.2, 9, 10.1, 10.2, 11, 12, 14, 15.1, 15.2, 15.3, 16.1, 16.2, 19 and 20, contained statements that, expressly or by implication:
- 38.1. represented the advertised products to be safe, or without harm or side-effects;
- 38.2. represented the advertised products to be infallible, unfailing, magical or miraculous; and/or
- 38.3. exaggerated, or were likely to exaggerate, the efficacy or performance of the advertised product,
- in breach of one or more paragraphs of s 9 of the TG Code.
39. The advertisements on the BioV8 Website and Social Media Pages during the Relevant Period identified in Annexure F, at rows 1, 3, 4.1, 5.1, 5.2, 6.1, 6.2, 10.1, 10.2, 11, 13.1 and 13.2, contained representations which were inaccurate, unbalanced or misleading or likely to be misleading, in breach of one or more paragraphs of s 8 of the TG Code.
40. The advertisements on the BioV8 Website and Social Media Pages during the Relevant Period identified in Annexure F, at rows 9, 17 and 18, referred to scientific or clinical research without identifying the researcher, or sufficiently citing the research such that readers were enabled to access it, in breach of one or more paragraphs of s 11 of the TG Code.
41. By reason of the foregoing, s 42DMA(1) of the TG Act applies to each of the advertisements identified in Annexure F, because they did not comply with the TG Code.

Application of s 42AA of the TG Act to the advertisements

42. Section 42AA(4) of the TG Act, which exempts advice or information given directly to a patient by a health practitioner in the course of treatment of that patient from the application of ss 42DLB(1) and 42DMA(1), does not apply to the conduct outlined at paragraphs 19 and 22 to 41 above.
43. Throughout the Relevant Period, in undertaking the processes described in paragraph 16, the requirements of s 42AA(4) of the TG Act were not satisfied, as the customer was not a “patient” of any health practitioner engaged by BioV8 at the time of the advertisement.
44. Until 30 May 2025 at the earliest, BioV8 did not require prospective customers to consult with an appropriately qualified medical professional to view the advertised products. To the extent that prospective customers completed a questionnaire which was reviewed by a member nurse, this did not result in them becoming a patient of any health practitioner for the purposes of s 42AA(4) of the Act, because (a) there was no engagement between the health practitioner and the individual, including to discuss the responses to the medical questionnaire; (b) the information gathered in the questionnaire was not sufficient for a health practitioner to provide medical care and direction; and (c) the health practitioner did not evaluate or diagnose a condition on the basis of the medical questionnaire.

Mr McGill and Mr Austin

45. Mr Austin, in the period from 6 June 2024 to 3 March 2025, and Mr McGill, in the periods from 6 June 2024 to 12 December 2024 and 3 March 2025 to 14 July 2025, each:
 - 45.1. held roles that included:
 - 45.1.1. responsibility for the content of the BioV8 Website, the BioV8 Social Media Pages and the BioV8 YouTube Channel;
 - 45.1.2. ultimate authority for all content published on those platforms (in the case of Mr McGill from 3 March 2025 to 14 July 2025); and
 - 45.1.3. responsibility to create (or to instruct staff or external agencies to create), review, upload and publish content to those platforms (in the case of Mr McGill from 6 June 2024 to 12 December 2024);
 - 45.2. had the ability to modify or cause to be modified the content of the BioV8 Website, the BioV8 Social Media Pages and the BioV8 YouTube Channel;
 - 45.3. knew or ought reasonably to have known of the content of the BioV8 Website, the BioV8 Social Media Pages and the BioV8 YouTube Channel at any given point in time;
 - 45.4. knew or ought reasonably to have known that BioV8, by advertising therapeutic goods by means of the BioV8 Website, the BioV8 Social Media Pages and the

BioV8 YouTube Channel, was engaging in conduct in contravention of ss 42DLB(1) and 42DMA(1) of the TG Act, including by reason of content they had caused or authorised to be published to those platforms; and

45.5. by reason of the foregoing, could have prevented BioV8 from contravening or continuing to contravene ss 42DLB(1) and 42DMA(1) of the TG Act.

B. SUMMARY OF RELIEF SOUGHT FROM THE COURT

46. The Secretary seeks the relief set out in the Originating Application dated 15 September 2026, comprising declarations pursuant to s 21 of the *Federal Court of Australia Act 1976* (Cth), pecuniary penalties pursuant to s 42Y of the TG Act, and costs.

C. PRIMARY LEGAL GROUNDS FOR RELIEF SOUGHT

47. By the conduct described in paragraphs 19 and 22 to 37, during the Relevant Period, BioV8 contravened s 42DLB(1) of the TG Act by advertising therapeutic goods on the BioV8 Website, the BioV8 Social Media Pages and the BioV8 YouTube Channel, in circumstances where one or more of s 42DLB(2), s 42DLB(4), s 42DLB(7) or s 42DLB(9) applies.
48. By the conduct described in paragraphs 19 and 38 to 41, during the Relevant Period, BioV8 contravened s 42DMA(1) of the TG Act by advertising therapeutic goods on the BioV8 Website, the BioV8 Social Media Pages and the BioV8 YouTube Channel, in that the relevant advertisements did not comply with one or more of s 8(1)(a), s 9(1), s 9(3) or s 11(3) of the TG Code.
49. BioV8 engaged in separate contraventions of each of s 42DLB(1) and s 42DMA(1) for each day during the Relevant Period that the advertisements remained accessible through each of those platforms, by operation of s 42DLB(10A) and s 42DMA(2A) in respect of contraventions occurring on or after 1 July 2024, and on the basis that each day the advertisement was made known to the public constituted a separate contravention in respect of contraventions before that date.
50. By reason of the matters alleged in paragraphs 5, 20 and 45, Mr Austin aided, abetted, counselled or procured BioV8's contraventions of ss 42DLB(1) and 42DMA(1) referred to in paragraphs 47 to 49 above and was therefore involved in those contraventions for the purposes of s 42YC of the TG Act, from 6 June 2024 to 3 March 2025.
51. By reason of the matters alleged in paragraphs 6, 21 and 45, Mr McGill aided, abetted, counselled or procured BioV8's contraventions of ss 42DLB(1) and 42DMA(1) referred to in paragraphs 47 to 49 above and was therefore involved in those contraventions for the purposes of s 42YC of the TG Act, from 6 June 2024 to 12 December 2024 and 3 March 2025 to 14 July 2025.

D. ALLEGED HARM SUFFERED

52. The contraventions outlined above posed a substantial risk to public health and safety, including in circumstances where:

- 52.1. the use of the advertised products, particularly without appropriate medical supervision, may carry risks to human health, and a risk of adverse side effects; and
- 52.2. there is a risk that customers who use the advertised products may cease, delay or avoid established and scientifically proven treatments and thereby suffer adverse medical outcomes.
53. To the extent that customers have purchased the advertised products, they also may have suffered financial loss associated with the cost of treatments which are not scientifically proven to be effective.

This concise statement was prepared by Daniel Tynan SC and Christopher Beshara of counsel.

CERTIFICATE OF LAWYER

I, Jacqueline Bisas, 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 pleading.

Date: 15 September 2026



.....

Jacqueline Bisas
AGS lawyer
for and on behalf of the Australian Government Solicitor
Solicitor for the Applicant

ANNEXURE A: PARTICULARS OF THE BIOV8 ADVERTISEMENTS

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
BioV8 Website				
1.	A webpage titled ‘BPC-157’, which displayed the following statements: “BPC-157 (“Body Protecting Compound”) is widely known as the super healing peptide, being safe to use and stimulating rapid injury repair in humans, including optimal gut health. Key benefits include: - Promotes muscle and tendon healing - Decreases inflammatory response - Repairs intestines, bone, teeth, brain tissue, and the cornea - Produces more type 1 collagen”	biov8.com.au/products/bpc-157?variant=34617935069340	From at least 26 June 2024 to 16 May 2025	- Annexure D, row 1 - Annexure E, row 1 - Annexure F, row 1
2.	A webpage titled ‘CJC 1295/ IPAMORELIN’, which displayed the following statements: “CJC-1295/Ipamorelin is our incredibly popular combination of two peptides designed to stimulate the release of your own body’s growth hormone which is probably just what you need to improve your overall quality of life.” “Both CJC-1295 and Ipamorelin are similar in function. CJC-1295 is prescribed by physicians as a growth hormone releasing hormone (GHRH) analog while Ipamorelin is prescribed as a selective Growth Hormone Secretagogue. Both of these act on the pituitary gland.” “CJC-1295/Ipamorelin works in a simple yet effective way. It has been shown to increase growth hormones as well as IGF-I secretion by acting on two different families of receptors. CJC-1295/Ipamorelin stimulates growth hormone secretion and will keep a steady increase of HGH and IGF-1 with no increase in prolactin, leading to weight loss and increased protein synthesis thereby promoting growth.” “CJC-1295/Ipamorelin is an improvement upon previous growth hormones. CJC-1295 is a tetrasubstituted 30-amino acid peptide hormone, primarily functioning as a growth hormone releasing hormone (GHRH) analog. CJC-1295 outperforms the older and outdated GHRH, Sermorelin. The binding life of Sermorelin ranges from 8-12 minutes, whereas the half-life of CJC-1295 extends to 30 minutes. Sermorelin’s decay decreases with time and the body produces antibodies to Sermorelin.” “CJC-1295 Ipamorelin should be taken together in order to maximize the amount of growth being released into your body. This creates a safe and therapeutic anti-aging benefit.” “CJC-1295/Ipamorelin has been thoroughly research-tested to prove its safety and effectiveness. Various experiments have been conducted to test the pharmacokinetics (effect the body has on the drugs) of CJC-1295/Ipamorelin in vivo...” “No serious adverse reactions were reported in any group. This growth hormone has been shown to be a safe and proven solution for many patients.”	biov8.com.au/products/cjc-1295-ipamorelin?variant=34617938346140 ¹ biov8.com.au/products/cjc-1295-ipamorelin-copy?variant=46175824773369 ²	From at least 8 July 2024 to 30 May 2025	- Annexure D, row 2 - Annexure E, row 2 - Annexure F, row 2
3.	A webpage titled ‘CJC-1295’, which displayed the following statements: “CJC-1295 is one of the most promising anti-aging peptides available today.” “CJC-1295 is an incredibly effective growth hormone secretagogue. This means that it stimulates the release of your own body’s growth hormone which, if you are looking to buy CJC-1295 online, is probably just what you need to improve your overall quality of life.”	biov8.com.au/products/cjc-1295?variant=37692127608988	From at least 26 June 2024 to 30 May 2025	- Annexure D, row 3 - Annexure E, row 3 - Annexure F, row 3
4.1	A webpage titled ‘CJC-1295/ GHRP2’, which displayed the following statements: “GHRP-2 is a synthetically made growth hormone secretagogue, a peptide that stimulates the body to increase natural production of growth hormone.” “... it is possible to achieve substantial increases in growth hormone levels with GHRP-2, as it is one of the most powerful growth hormone secretagogue peptides.” “Potential Benefits The benefits of GHRP-2 include increased muscle mass, decreased body fat, and enhances flexibility and joint health. It also promotes better recovery from injuries and training sessions, deeper, more restful sleep, anti-aging benefits, and improved overall health and wellness.” “Athletic performance, physical capacity, and aging-related decline all have the ability to improve dramatically with the use of this peptide.” “GHRP-2 is widely regarded as one of the most effective growth hormone releasing peptides for both athletic performance and anti-aging effects. It promotes substantial increases in the body’s output of growth hormone while minimizing the powerful hunger side effects associated with GHRP-6. This may often lead to significant improvement in lean body composition. In addition, its method of action prevents many of the negative side effects of synthetic hGH administration, including the shutdown of natural growth hormone production.” “GHRP 2 works through stimulating the pituitary gland’s natural ability to produce endogenous human growth hormone (HGH). It enhances HGH production in two ways – first, it amplifies the transduction pathway of natural growth hormone releasing signal which lead to an increase in growth hormone levels. Second, it inhibits the activities of somatostatin thus bringing about an increase in endogenous growth hormone levels.” “Content and Potency: 1 x 5mL at 2000mcg/mL ready-to-inject subcutaneous. Suggested dosage: 0.10mL daily 5 days out of 7 between 6 - 8pm (10 weeks supply which is 2 x 5mL vials). Transdermal Option: 400mcg/mL x 50mL – Apply 1mL daily 5 days out of 7. (10 weeks supply).”³ “Side Effects The side effects of GHRP-2 are typically mild...” “Excess dosages of GHRP-2 may lead to water retention as well as tingling or numbness in the hands and feet. This can be a sign that the dosage is too high and should be reduced. GHRP-2 may have a slight stimulatory effect on adrenocorticotrophic hormone (ACTH), cortisol, and prolactin when used at higher	biov8.com.au/products/cjc-1295-ghrp2?variant=37692103688348	From at least 26 July 2024 to 14 January 2025	- Annexure D, row 4 - Annexure E, row 4 - Annexure F, row 4.1

¹ This is the URL for the advertisement from at least 8 July 2024 until at least 14 April 2025.

² This is the URL for the advertisement from at least 2 May 2025 to 30 May 2025. The representations are identical to those contained in the other advertisement.

³ The representation “(10 weeks supply which is 2 x 5mL vials)” under the heading “Suggested dosage” becomes “(8 weeks supply which is 2 x 5mL vials)” from at least 18 September 2024. The remaining representations do not change.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
	dosages. Though not an issue for the vast majority of users, this may cause interactions with certain medications or unwanted effects in individuals with certain health conditions.”			
4.2	A webpage titled ‘CJC-1295/ GHRP2’, which displayed the following statements: • “GHRP-2 is a synthetic growth hormone secretagogue peptide that stimulates the natural production of growth hormone (GH) in the body”. • “Potential Benefits GHRP-2 enhances muscle mass, reduces body fat, improves flexibility and joint health, and accelerates recovery. It promotes better sleep, anti-aging effects, and overall wellness. Increased GH levels also boost the production of insulin-like Growth Factor 1 (IGF-1), improving muscle growth and fat loss. It significantly enhances strength, endurance, and athletic performance over time.” • “GHRP-2 works by stimulating the pituitary gland to produce growth hormone. It enhances growth hormone production by amplifying the release signal and inhibiting somatostatin, which normally inhibits GH production”. • “Content and Potency: 1 x 5mL at 2000mcg/ml ready-to-inject subcutaneously. Suggested dosage: 0.10ml daily, 5 days out of 7, between 6-8pm (8 weeks supply). Transdermal Option: 400mcg/mL x 50mL – Apply 1mL daily, 5 days out of 7 (10 weeks supply).” • “Side Effects GHRP-2 typically has mild side effects, including slight appetite increase, fatigue, or drowsiness. Higher doses can cause water retention, tingling, or numbness in the hands and feet. Excessive dosages can stimulate ACTH, cortisol, and prolactin production”.	biov8.com.au/products/cjc-1295-ghrp2?variant=37692103688348	From at least 21 February 2025 to 30 May 2025	• Annexure D, row 4 • Annexure E, row 4 • Annexure F, row 4.2
5.1	A webpage titled ‘CJC-1295 + GHRP-6’, which displayed the following statements: • “CJC-1295 + GHRP6 is our increasingly popular combination of two peptides designed to stimulate the release of your own body’s growth hormone and is our most powerful combination for building muscle definition, strength, and decreasing body weight. - o Increase weight loss - o Increase lean muscle mass - o Increase collagen production - o Increase restorative sleep - o Increase cellular repair” • “According to leading minds in cutting edge science and medicine, one of the most popular and reportedly efficacious peptide stacks for improving overall body appearance, losing weight, and gaining muscle in a way that does not harm the pituitary gland or shut down your own natural production of Growth Hormone is a combination of CJC-1295 (the GHRH), and GHRP-6 (the GHRP).” • “CJC-1295 (GHRH) stimulates the pituitary gland by binding to specific receptors to increase the production of endogenous growth hormone (HGH). The increase in the body’s growth hormone in response to CJC-1295 (GHRH) has an anabolic effect on the tissues of the body and other benefits listed below.” • “GHRP-6 works by stimulating your own body to release and produce more human growth hormone. As we age the body’s growth hormone level begins a decline making this and all our peptide ranges responsible for the anti-ageing process. Unlike synthetic (HGH) agents, GHRP-6 does not shut down your own body’s production of this hormone it just enhances it.” • “This combination has proven to increase your own growth hormone production by 2-10 times the amount. Leading to the potential to improve our well being, improve our health and other anti ageing processes. By increasing GH and IGF-1 we can feel better, and lead potentially healthier lives.”	biov8.com.au/products/cjc-1295-ghrp-6?variant=34617938051228⁴ biov8.com.au/products/cjc-1295-ghrp-6?variant=34617938083996⁵ biov8.com.au/products/cjc-1295-ghrp-6?variant=45491688636665⁶	From at least 22 July 2024 to 14 January 2025	• Annexure D, row 5 • Annexure E, row 5 • Annexure F, row 5.1
5.2	A webpage titled ‘CJC-1295 + GHRP-6’, which displayed the following statements: • “CJC-1295 + GHRP-6 is a powerful combination of two peptides that work together to stimulate the release of your body’s growth hormone. It is ideal for enhancing muscle definition, improving strength, and promoting fat loss. This combination offers the most potent results for bodybuilders and individuals looking to improve their physique.” • “Key Benefits - o Increased weight loss - o Enhanced lean muscle mass - o Boosted collagen production - o Improved restorative sleep - o Accelerated cellular repair” • “CJC-1295 is a Growth Hormone Releasing Hormone (GHRH) that stimulates the pituitary gland to produce more growth hormone (GH). GHRP-6 is a Growth Hormone Releasing Peptide (GHRP) that boosts the release of GH. Together, they work synergistically to increase growth hormone production by 2-10 times”. • “Research shows that CJC-1295 significantly increases GH and IGF-1 levels in healthy adults, supporting its potential for muscle growth and anti-aging effects”.	biov8.com.au/products/cjc-1295-ghrp-6?variant=34617938051228	From at least 21 February 2025 to 30 May 2025	• Annexure D, row 5 • Annexure E, row 5 • Annexure F, row 5.2
6.1	A webpage titled ‘THYMOSIN B4 - TB500/ TB4’, which displayed the following statements: • “It is a peptide, specifically designed to help speed up the repair and recovery process, where an injury has been sustained. - o Promotes blood vessel regeneration - o Stimulates faster wound healing and minimises scarring. - o lessens joint inflammation - o Promotes organ regeneration - o Improves levels of stamina & greater endurance.”	biov8.com.au/products/tb500?variant=34617946177692	From at least 22 July 2024 to 14 January 2025	• Annexure B, row 1.1 • Annexure C, row 1.1 • Annexure D, row 6 • Annexure E, row 6 • Annexure F, row 6.1

⁴ This is the URL for the advertisement from at least 22 July 2024 to at least 14 January 2025.

⁵ This is the URL for the advertisement from at least 18 September 2024. The representations are identical to those contained in the other advertisements.

⁶ This is the URL for the advertisement from at least 16 October 2024. The representations are identical to those contained in the other advertisements.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
	“Thymosin Beta 4’s role in the process of immune regulation has to lead many medical professionals to believe it has significant and valuable therapies. Thymosin Beta 4 has been used to treat HIV, AIDS, Influenza and Colds as well as various infections and inflammatory conditions. Thymosin Beta 4 and its range of therapeutic use are even being linked to the healing of the heart after a patient sustains a heart attack.” “Thymosin Beta 4 is a very well tolerated peptide product. There have been no reports linking the use of Thymosin Beta 4 with serious side effects.”			
6.2	A webpage titled ‘THYMOSIN B4 - TB500/ TB4’, which displayed the following statements: “It is a peptide, specifically designed to help speed up the repair and recovery process in the event of an injury. - Promotes blood vessel regeneration - Stimulates faster wound healing and minimizes scarring - Reduces joint inflammation - Promotes organ regeneration - Improves levels of stamina and greater endurance.” “Thymosin Beta 4 is also being studied for its potential therapeutic benefits in treating conditions like HIV, AIDS, Influenza, Colds, and various infections. Its ability to aid heart recovery after a heart attack has also been explored.” “Thymosin Beta 4 is very well-tolerated, and there have been no serious side effects reported.”	biov8.com.au/products/tb500?variant=34617946177692	From at least 4 April 2025 to 30 May 2025	- Annexure B, row 1.2 - Annexure C, row 1.2 - Annexure D, row 6 - Annexure E, row 6 - Annexure F, row 6.2
7.	A webpage titled ‘HCG’, which displayed the following statements: “Injections of HCG are also sometimes used as an alternative to testosterone products in men with testosterone deficiency. It can help the body increase production of testosterone and increase sperm production, which can <u>reduce infertility</u>” “Recommended dosage: Weight Loss: SubQ Inject 0.15mL 1 x daily in the morning. Course duration 21 Days Muscle Gain: SubQ Inject 0.3mL 3 x weekly. Nightly on empty stomach before bed. Course duration 6 weeks on, 4 weeks off.” “HCG (or Human Chorionic Gonadotrophic) is an incredibly effective treatment for weight loss when combined with a very low calorie diet (or VLCD).” “Technical Overview and History: Discovered and refined by British endocrinologist, Dr A. T. W. Simeons, over his 40-year studies, it has become clear that HCG is an incredibly effective treatment for weight loss when combined with a very low calorie diet (or VLCD)”.	biov8.com.au/products/hcg-weightloss?variant=37408587448476	From at least 26 June 2024 to 14 January 2025	- Annexure D, row 7 - Annexure E, row 7 - Annexure F, row 7
8.1	A webpage titled ‘MK-677’, which displayed the following statements: “MK-677 (Ibutamoren) is a very powerful compound used to grow muscle, recover from injury faster and burn fat. Because MK-677 does not work on the same hormonal pathways as all SARMS, it can be stacked alongside these compounds without causing detrimental side effects and is proven to boost growth hormone levels. This cannot be taken for as long as other cycles as it can come with unwanted side effects. It is for this reason we only provide 50 capsules, to avoid pituitary burnout.” “Benefits include: - Better sleep quality - Increased muscle mass - Increased bone density”	biov8.com.au/products/mk-677-ibutamoren ⁷ biov8.com.au/products/mk-677-ibutamoren?variant=34923839160476 ⁸	From at least 26 June 2024 to 14 January 2025	- Annexure D, row 8 - Annexure E, row 8 - Annexure F, row 8.1
8.2	A webpage titled ‘MK-677’, which displayed the following statements: “MK-677 (Ibutamoren) is a powerful compound that helps with muscle growth, faster recovery from injury, and fat burning. Unlike other SARMS, MK-677 works through different hormonal pathways and can be stacked alongside them without causing negative side effects. It is proven to boost growth hormone levels but should not be used for extended periods due to potential side effects. This is why we offer a 50-capsule bottle, to avoid pituitary burnout.” “Benefits of MK-677 include: - Improved sleep quality - Increased muscle mass - Enhanced bone density”	biov8.com.au/products/mk-677-ibutamoren?variant=34923839160476	From at least 21 February 2025 to 30 May 2025	- Annexure D, row 8 - Annexure E, row 8 - Annexure F, row 8.2
9.	A webpage titled ‘TB4-FRAG MAX’, which displayed the following statements: “Benefits - Improves tissue repair and healing - Increases host defense to infection - Reverses immunosuppression of chronic infection - Increases antioxidant and glutathione production - Acts as a TH1 and TH2 immune modulator - Boosts mitochondrial function - Regulates inflammation” “TB4-Frag Max contains twice the amount of TB4 Active Frag as the original, newly reformulated and combined with a synergistic blend of absorbable bioactive thymic peptides. Extensive research has shown this new form of TB4-Frag to have high affinity binding to the cellular receptor resulting in much higher potency.” “Recent studies have shown that the TB4 gene is the first gene to be upregulated after an injury.”	biov8.com.au/products/tb4-frag-max ⁹ biov8.com.au/products/tb4-frag-max?variant=44144220209401 ¹⁰	From at least 26 June 2024 to 29 July 2024	- Annexure D, row 9 - Annexure E, row 9 - Annexure F, row 9

⁷ This is the URL for the advertisement from at least 26 June 2024 to at least 15 November 2024.

⁸ This is the URL for the advertisement from at least 14 January 2025. The representations are identical to those contained in the other advertisements.

⁹ This is the URL for the advertisement from at least 26 June 2024 to at least 8 July 2024.

¹⁰ This is the URL for the advertisement from at least 22 July 2024 to at least 29 July 2024. The representations are identical to those contained in the other advertisements.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
	“Studies have uncovered the important role of TB4 in the process of immune regulation, especially as it relates to TH1 and TH2 modulation (TH1 and TH2 shift is common among those with chronic infections, CFS/FM, autoimmune disease, IBS, SIBO, insulin resistance, diabetes, depression, bipolar, and neurodegenerative disease). TB4 also has been shown to possess anti-inflammatory properties and works to decrease cytokines. TB4 is very well tolerated and has not been found to cause any significant side effects. It can be taken on its own or in conjunction with an existing therapy. Contains premium low molecular weight thymus extract from ovine (sheep).”			
10.1	A webpage titled ‘HCG MUSCLE GAIN’, which displayed the following statements: “Our HGC for Muscle Gain peptide is specifically designed for promoting muscle gain and testosterone levels. - Effective weight loss - Improves testosterone levels - Improved energy levels - Increased fertility” “HCG (or Human Chorionic Gonadotrophic) is an incredibly effective treatment for weight loss when combined with a very low calorie diet (or VLCD).” “HCG is a biological substance naturally produced by the human body. It is found in high amounts during a woman’s pregnancy, where its purpose is to find and use the body’s fat reserves to nourish the developing fetus and maintain the mother’s muscle tone.” “Injections of hCG are also sometimes used as an alternative to testosterone products in men with testosterone deficiency. It can help the body increase production of testosterone and increase sperm production, which can <u>reduce infertility</u>.”	biov8.com.au/products/hcg-muscle?variant=34617942114460	From at least 29 July 2024 to 14 January 2025	- Annexure D, row 10 - Annexure E, row 10 - Annexure F, row 10.1
10.2	A webpage titled ‘HCG MUSCLE GAIN’, which displayed the following statements: “Our HGC for Muscle Gain peptide is specifically designed to promote muscle gain and improve testosterone levels. - Improves testosterone levels - Improved energy levels - Increased fertility” “HCG is a biological substance naturally produced by the human body, with high levels found during pregnancy. It helps mobilize fat reserves to nourish the developing fetus and maintain the mother’s muscle tone.” “Injections of HCG are also sometimes used as an alternative to testosterone products in men with testosterone deficiency. HCG can help increase the body’s production of testosterone and improve sperm production, which may reduce fertility.” “When following a very low-calorie diet (VLCD) and complementing it with HCG, abnormal fat reserves are targeted before the structural fat, resulting in rapid weight loss, no hunger pains, and preserved muscle tone. Weight is visibly reduced from the stomach, buttocks, thighs, and upper arms. Additionally, with the abnormal fat reserves gone, the body’s metabolism is reset, making it easier to maintain results.” “Discovered and refined by British endocrinologist Dr. A. T. W. Simeons over his 40-year studies, it has become clear that HCG is an incredibly effective treatment for weight loss when combined with a very low-calorie diet (VLCD).”	biov8.com.au/products/hcg-muscle?variant=34617942114460	From at least 21 March 2025 to 30 May 2025	- Annexure D, row 10 - Annexure E, row 10 - Annexure F, row 10.2
11.	A webpage titled ‘GHRP-6’, which displayed the following statements: “Research studies have shown that <u>GHRP-6</u> stimulation of Growth Hormone secretion has a host of beneficial effects associated with increased growth hormone levels such as decreased body fat, increased muscle, and increased strength and stamina.” “Increased amounts of Growth Hormone then can cause the liver to secrete the hormone IGF-1 which has also been implicated in improving the animal body’s ability to burn fat and build muscle. Clinical cases have shown that the use of GHRP-6 was associated with increased muscle mass and a reduction of body fat. For more information on the benefits of increasing growth hormone levels into the optimal physiological range click here on <u>Growth Hormone</u>. GHRP-6 has become a viable alternative to Growth Hormone supplementation for anti-aging benefits.” “Potential Benefits - Helps to lose weight devoid of any strenuous exercises and diet - Make your body stamina strong and improve level of energy - Provides a healthier and faster metabolism - Improves the elasticity of the skin so it looks smoother and younger - Reduces of sagging and wrinkles of the skin - Improves memory and enhances concentration - Grows lustrous and heavier hair - Brings back the sex drive and improve performance - Enhances body immunity - Promotes deeper, longer sleep and improves the sleeping patterns. GHRH-6 dramatically enhances the formation of human growth hormone during the sleep cycle. This deep relaxing sleep and elevated production of HGH boosts the ability of the body to recover and revive from everyday life.” “Dosage Content and Potency: 1 x 5ml at 2000mcg/ml ready-to-inject subcutaneous. Suggested dosage: 0.10ml daily 5 days out of 7 between 6 - 8pm (10 weeks supply). Transdermal Option: 200mcg/mL x 50mL - Apply 1mL daily 5 days out of 7. (10 weeks supply). GHRP-6 is generally administered 1-3 times daily at dosages ranging from 150mcg to 300mcg per administration. For strength gain or performance enhancement, a common protocol is 300mcg administered 3 times a day. These higher dosages provide a substantial increase in growth hormone output to facilitate muscle growth, weight loss, and recovery from training and injury.”	biov8.com.au/products/ghrp6?variant=34617940738204	From at least 29 July 2024 to 16 October 2024	- Annexure D, row 11 - Annexure E, row 11 - Annexure F, row 11

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
12.1	A webpage titled ‘REBOOT BUNDLE’, which displayed the following statements: “Remember: Age is just a number!! Are you feeling run down? Do you not bounce back like you used to? Our Mid Life reboot Bundle is designed specifically to put that pep back in your step and to get you firing again. We have combined several products that help give you energy, increase your recovery, boost your immune system, help with healing any niggling injuries and improve cognitive performance.” “2 x CJC/ipamorelin 2000mcg/mL 1 x BPC 2000mcg/mL 1 x Thymosin Alpha 3000mcg/mL 1 x Yootropics Brain”¹¹	biov8.com.au/products/mid-life-re-boot-bundle ¹² biov8.com.au/products/mid-life-re-boot-bundle?pr_prod_strat=e5_desc&pr_rec_id=b50aa0288&pr_rec_pid=6719911985308&pr_ref_pid=7454086791417&pr_seq=uniform ¹³	From at least 26 June 2024 to 14 January 2025	- Annexure D, row 12 - Annexure E, row 12
12.2	A webpage titled ‘REBOOT BUNDLE’, which displayed the following statements: “Remember: Age is just a number! Feeling run down? Not bounding back like you used to? The **Mid Life Reboot Bundle** is designed to help you get back on track, revitalize your energy, and restore your vitality. This carefully selected combination of products works to increase energy, improve recovery, boost immune function, accelerate healing of minor injuries, and enhance cognitive performance.” “Mid Life Reboot Bundle Includes: “2 x CJC/Ipamorelin 2000mcg/mL 1 x BPC 2000mcg/mL 1 x Thymosin Alpha 3000mcg/mL 2 x Urolithin A”	biov8.com.au/products/mid-life-re-boot-bundle	From at least 21 February 2025 to 30 May 2025	- Annexure D, row 12 - Annexure E, row 12 - Annexure F, row 12.2
13.1	A webpage titled ‘CROSSFIT BUNDLE’, which displayed the following statements: “Our CrossFit bundle is all about smashing your PBs. This bundle is specifically designed for optimal performance across strength and endurance, while building lean muscle mass.” “CrossFit Bundle Starter: (5 week cycle,)¹⁴ 1 x CJC 1295+Ipamorelin Potency: 2000 mcg/ml (5ml Vial) 1 x Testo Build (60 caps) 1 x Urolithin A “CrossFit Bundle Expert: (10 week cycle)¹⁵ 2 x CJC 1295+Ipamorelin Potency 2000mcg/mL (2 x 5mL vials) 2 x Testo Build (120 caps) 2 x Urolithin A”	biov8.com.au/products/crossfit?variant=35248804003996	From at least 26 June 2024 to 14 January 2025	- Annexure D, row 13 - Annexure E, row 13 - Annexure F, row 13.1
13.2	A webpage titled ‘CROSSFIT BUNDLE’, which displayed the following statements: “Our CrossFit bundle is designed to help you smash your personal bests. Tailored for optimal performance in both strength and endurance, this bundle also aids in building lean muscle mass.” “CrossFit Bundle Starter: (4 week cycle) 1 x CJC 1295+Ipamorelin Potency: 2000 mcg/ml (5ml Vial) 1 x Testo Build (60 caps)¹⁶ 1 x Urolithin A “CrossFit Bundle Expert: (8 week cycle) 2 x CJC 1295+Ipamorelin Potency 2000mcg/mL (2 x 5mL vials) 2 x Testo Build (120 caps)¹⁷ 2 x Urolithin A”	biov8.com.au/products/crossfit?variant=35248804003996	From at least 21 February 2025 to 30 May 2025	- Annexure D, row 13 - Annexure E, row 13 - Annexure F, row 13.2
14.	A webpage titled ‘FEMME INSPIRE PEPTIDE BUNDLE’, which displayed the following statements: “This is the ultimate user friendly starter pack for women who want to take advantage of what peptides have to offer.” “When Ipamorelin and CJC-1295 are used in conjunction with one another, the effect on growth hormone secretion is 10 times (1000%) more effective than when either one of them is used alone.”	biov8.com.au/products/femme-inspire?variant=35152175235228	From at least 6 June 2024 to 15 November 2024	- Annexure D, row 14 - Annexure E, row 14 - Annexure F, row 14

¹¹ “1 x Yootropics Brain” becomes “2 x Urolithin A” from at least 11 December 2024 to at least 14 January 2025. The remaining representations are identical to those contained in the other advertisements.

¹² This is the URL for the advertisement from at least 26 June 2024 to at least 14 January 2025.

¹³ This is the URL for the advertisement from at least 9 August 2024. The representations are identical to those contained in the other advertisement.

¹⁴ “(5 week cycle,)” becomes “(4 week cycle)” from at least 11 December 2024. The remaining representations are identical to those contained in the other advertisement.

¹⁵ “(10 week cycle)” becomes “(8 week cycle)” from at least 11 December 2024.

¹⁶ “1 x Testo Build (60 caps)” becomes “1 x BIOTESTX (60 caps)” from at least 4 April 2025 to at least 30 May 2025.

¹⁷ “2 x Testo Build (120 caps)” becomes “2 x BIOTESTX (120 caps)” from at least 4 April 2025 to at least 30 May 2025. The remaining representations are identical to those contained in the other advertisements.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
	“This coupled with Biov8 Brain allows your body to work at its peak both mentally and physically resulting in lean muscle, weight loss, an increase in memory, a boost in cognitive function and a plethora of anti-ageing benefits.” “Femme Inspire Bundle Contains: up to 10 week cycle (under 70kg) 1 x CJC 1295 + Ipamorelin Cream Forte 400mcg/ml 1 x BIOV8 Brain”¹⁸ “Femme Inspire Forte Bundle Contains: up to 10 week cycle (over 70kg) 2 x CJC 1295 + Ipamorelin Cream Forte 400mcg/ml 2 x BIOV8 Brain”			
15.1	A webpage titled ‘THE ULTIMATE HEALING & REPAIR BUNDLE’, which displayed the following statements: “The Ultimate Repair bundle is designed to rapidly repair any of your existing injuries across joints, muscles and tendons. Additionally, this bundle is designed to heighten resilience and prevent any future setbacks. This is an upgraded version of our Rapid Repair bundle due to the success that these products have had together.” “Standard Bundle contains (3-5 weeks) 1 x CJC-1295/Ipamorelin 2000mcg/ml Vial 1 x Thymosin B4 3000mcg/ml Vial 1 x Bpc-157 2000mcg/ml Vial” “XL Bundle contains (6-10 WEEKS) 2 x CJC-1295/Ipamorelin 2000mcg/ml Vials 2 x Thymosin B4 3000mcg/ml Vials 1 x Bpc-157 2000mcg/ml Vials”	biov8.com.au/products/the-ultimate-repair-bundle?variant=42104597086457¹⁹ biov8.com.au/products/the-ultimate-repair-bundle?variant=42104597119225²⁰	From at least 22 July 2024 to 15 November 2024	- Annexure D, row 15 - Annexure E, row 15 - Annexure F, row 15.1
15.2	A webpage titled ‘THE ULTIMATE HEALING & REPAIR BUNDLE’, which displayed the following statements: “The Ultimate Repair bundle is designed to rapidly repair existing injuries across joints, muscles and tendons. Additionally, it helps heighten resilience and prevent future setbacks. This upgraded version of our Rapid Repair bundle is based on the success these products have had together.” “Standard Bundle (3-5 weeks) 1 x CJC-1295/Ipamorelin 2000mcg/ml Vial 1 x Thymosin B4 3000mcg/ml Vial 1 x BPC-157 2000mcg/ml Vial” “XL Bundle (6-10 weeks) 2 x CJC-1295/Ipamorelin 2000mcg/ml Vials 2 x Thymosin B4 3000mcg/ml Vials 1 x BPC-157 2000mcg/ml Vials”	biov8.com.au/products/the-ultimate-repair-bundle?variant=42104597086457	From at least 4 April 2025 to 14 April 2025	- Annexure D, row 15 - Annexure E, row 15 - Annexure F, row 15.2
15.3	A webpage titled ‘The Ultimate Healing & Repair Bundle’, which displayed the following statements: “The Ultimate Repair bundle is designed to rapidly repair existing injuries across joints, muscles and tendons. Additionally, it helps heighten resilience and prevent future setbacks. This upgraded version of our Rapid Repair bundle is based on the success these products have had together.” “Standard Bundle (3-5 weeks): 1 x 5mL CJC-1295/Ipamorelin 2000mcg/ml Vial 1 x 5mL Vial BPC-157/Thymosin Beta-4, Potency: 2mg/3mg per mL” “XL Bundle (6-10 weeks): 2 x 5mL CJC-1295/Ipamorelin 2000mcg/ml Vial 2 x 5mL Vial BPC-157/Thymosin Beta-4, Potency: 2mg/3mg per mL”	biov8.com.au/products/the-ultimate-repair-bundle?variant=42104597086457	From at least 2 May 2025 to 30 May 2025	- Annexure D, row 15 - Annexure E, row 15 - Annexure F, row 15.3
16.	A publicly accessible webpage containing a blog post titled ‘The Benefits of MK-677: Unlocking Enhanced Muscle Growth’ dated 1 July 2024, which displayed the following statements: “BIOV8 Clinics offers numerous peptide products for those who want to get strong and grow their muscles with ease. One of the peptides we offer for that purpose is MK-677, also known as Ibutamoren. The benefits of MK-677 are increased muscle mass and increased bone density, as well as better sleep quality. This makes this peptide an effective addition to your routine if you want to gain a few kilos of muscle for your fitness journey.” “As the name suggests, growth hormones (GH) are crucial in how much you grow. In fact, deficiency in GH can cause decreased muscle mass, poor bone density, higher body fat, as well as tiredness and depression. On the other hand, GH injections can be beneficial in terms of increasing your muscle mass, bone density, as well as your capacity to actually perform exercises for muscle growth. This is why we recommend getting MK-677, as it has benefits to your bodybuilding routine.” “Furthermore, it should be noted that MK-677 is also a bioactive agonist of the GHS-R1a. This means that, like GHRP2, GHRP6, and Ipamorelin, it binds to the same receptor that triggers GH production. It also helps increase the production of IGF-1, which manages your body’s growth hormones. Unlike other treatments, it doesn’t decrease your body’s important connective tissue called adipose tissue. It can also be stacked with other peptides for maximum effect without the side effects.”	biov8.com.au/blogs/news/the-benefits-of-mk-677-unlocking-enhanced-muscle-growth	From at least 22 July 2024 to 13 June 2025	- Annexure D, row 16 - Annexure E, row 16

¹⁸ “1 x BIOV8 Brain” becomes “2 x BIOV8 Brain” from at least 15 November 2024. The remaining representations are identical to those contained in the other advertisements.

¹⁹ This is the URL for the advertisements from at least 22 July 2024 to at least 15 November 2024.

²⁰ This is the URL for the advertisement from at least 9 August 2024. The representations are identical to those contained in the other advertisements.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
	“At BIOV8 Clinics, we encourage researching the benefits of MK-677 as well as it’s possible side effects before buying it in Australia. It’s also best to consult a health expert to answer your questions around the legality of obtaining MK-677 too. Once you’re well-informed and also authorised, only then can you start incorporating this peptide into your bodybuilding journey.”			
17.1	A webpage titled ‘MUSCLE HEALTH BUNDLE’, which displayed the following statements: “Our Muscle Health Bundle is specifically designed for guys who are committed to building muscle and increasing overall performance. This combination has been carefully selected to support men who are focused both strength and muscle mass.” “It’s time to perform at your very best and smash your goals!” “Muscle Health Bundle Starter Contains: (5 week cycle) - o CJC 1295+ GHRP2 Potency: 2000 mcg/ml (5ml Vial) - o 1 x Testo Build (60 caps) - o 1 x Urolithin A” “Muscle Health Bundle Expert Contains: (10 week cycle) - o 2 x CJC 1295+ GHRP2 Potency: 2000 mcg/ml (5ml Vial) - o 2 x Testo Build (120 caps) - o 2 x Urolithin A” “XL Muscle Health Bundle Starter: (20 week cycle, nightly dose only) - o 2x CJC 1295+ GHRP2 Potency: 2000 mcg/ml (5ml Vial) - o 2 x Testo Build (120 caps) - o 2 x Urolithin A” “XL Muscle Health Bundle Expert: (20 week cycle, split shipped) - o 4x CJC 1295+ GHRP2 Potency: 2000 mcg/ml (5ml Vial) - o 2 x Testo Build (120 caps) - o 2 X Urolithin A” “Muscle Health Bundle Expert CREAMS Contains: (10 week cycle) - o 2 x CJC 1295+ GHRP2 Potency: 400mcg creams - o 2 x Testo Build (120 caps) - o 2 x Urolithin A”	biov8.com.au/products/beast?variant=35180215074972	On at least 4 September 2024	• Annexure D, row 17 • Annexure E, row 17
17.2	A webpage titled ‘Muscle Health Bundle’, which displayed the following statements: “Our Muscle Health Bundle is specifically designed for guys who are committed to building muscle and increasing overall performance. This combination has been carefully selected to support men who are focused on both strength and muscle mass.” “It’s time to perform at your very best and smash your goals!” “Muscle Health Bundle Starter Contains: (4 week cycle) - o CJC 1295+ GHRP2 Potency: 2000 mcg/ml (5ml Vial) - o 1 x Testo Build (60 caps) - o 1 x Urolithin A” “Muscle Health Bundle Expert Contains: (8 week cycle) - o 2 x CJC 1295+ GHRP2 Potency: 2000 mcg/ml (5ml Vial) - o 2 x Testo Build (120 caps) - o 2 x Urolithin A” “XL Muscle Health Bundle Expert: (16 week cycle, split shipped***) - o 4x CJC 1295+ GHRP2 Potency: 2000 mcg/ml (5ml Vial) - o 2 x Testo Build (120 caps) - o 2 X Urolithin A” “Muscle Health Bundle Expert CREAMS Contains: (10 week cycle) - o 2 x CJC 1295+ GHRP2 Potency: 400mcg creams - o 2 x Testo Build (120 caps) - o 2 x Urolithin A”	biov8.com.au/products/beast?variant=35180215074972	From at least 11 December 2024 to 14 January 2025	• Annexure D, row 17 • Annexure E, row 17
17.3	A webpage titled ‘Muscle Health Bundle’, which displayed the following statements: “Our Muscle Health Bundle is specifically designed for those committed to building muscle and increasing overall performance. This bundle is carefully curated to support men focused on both strength and muscle mass.” “It’s time to perform at your best and smash your goals!” “Muscle Health Bundle Starter (4-week cycle) Contains: - o CJC 1295+ GHRP2 Potency: 2000 mcg/ml (5ml Vial) - o 1 x Testo Build (60 caps)²¹ - o 1 x Urolithin A” “Muscle Health Bundle Expert (8-week cycle) Contains:	biov8.com.au/products/beast?variant=35180215074972	From at least 21 February 2025 to 30 May 2025	• Annexure D, row 17 • Annexure E, row 17

²¹ “1 x Testo Build (60 caps)” becomes “1 x BIOTESTX (60 caps)” from at least 14 April 2025 to at least 30 May 2025 advertisements.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
	- o 2 x CJC 1295+ GHRP2 Potency: 2000 mcg/ml (5ml Vial) - o 2 x Testo Build (120 caps)²² - o 2 x Urolithin A" • "Muscle Health Bundle Expert CREAMS (10-week cycle) Contains: - o 2 x CJC 1295+ GHRP2 Potency: 400mcg creams - o 2 x Testo Build (120 caps)²³ - o 2 x Urolithin A"			
18.	A webpage titled 'KIM'S LAWLESS BUNDLE', which displayed the following statements: • "Kim is a proud member of the team and her bundle consists of: 1 x CJC-1295/Ipamorelin 400mcg cream 2 x BIOV8 Brain Bottles" • "If you want to look, feel and think like Kim this is the bundle for you!" • "Kim's Testimonial"²⁴	biov8.com.au/products/kims-lawless-bundle	From at least 29 July 2024 to 4 September 2024	• Annexure D, row 18 • Annexure E, row 18
19.	A webpage titled 'DOSAGE - RAPID REPAIR BUNDLE XL', which displayed the following statements: • "Dosage for the 'Rapid Repair Bundle XL', includes: 1 X TB500/TB4 Vial 5ml Potency: 3000mcg/ml 1 x BPC1 57 Vial 5ml Potency: 2000mcg/ml"	biov8.com.au/products/dosage-thymosin-b4-tb500-tb4	On at least 26 June 2024	• Annexure D, row 19 • Annexure E, row 19
20.1	A webpage titled 'RAPID REPAIR PEPTIDE BUNDLE', which displayed the following statements: • "The Rapid Repair bundle is designed to rapidly repair any of your existing injuries across joints, muscles and tendons. Additionally, this bundle is designed to heighten resilience and prevent any future setbacks[, leaving you feeling like a wolverine]."²⁵ • "Rapid Repair Bundle contains: 3-4 week cycle²⁶ - o TB500/TB4 Vial 5ml Potency: 3000mcg/mg - o BPC157 Vial 5ml Potency: 2000mcg/ml"	biov8.com.au/products/rapid-repair?pr_prod_strat=jac&pr_rec_id=b1d6dfd20&pr_rec_pid=5357452918940&pr_ref_pid=5285598986396&pr_seq=uniform&variant=35248968302748 ²⁷ biov8.com.au/products/rapid-repair?variant=35248968269980 ²⁸	From at least 9 August 2024 to 14 January 2025	• Annexure D, row 20 • Annexure E, row 20 • Annexure F, row 16.1
20.2	A webpage titled 'RAPID REPAIR PEPTIDE BUNDLE', which displayed the following statements: • "The Rapid Repair bundle is designed for fast recovery from injuries to muscles, joints, and tendons, while also boosting resilience to prevent future issues. This bundle includes powerful peptides like BPC-157 and Thymosin B4 (TB500), known for their ability to promote healing, reduce inflammation, and accelerate tissue regeneration". • "Rapid Repair Bundle Vial (3-4 week cycle) Includes - o TB500/TB4 Vial 5ml Potency: 3000mcg/mg²⁹ - o BPC157 Vial 5ml Potency: 2000mcg/ml"	biov8.com.au/products/rapid-repair?variant=45998963425529 ³⁰ biov8.com.au/products/rapid-repair?variant=35248968269980 ³¹	From at least 21 March 2025 to 30 May 2025	• Annexure D, row 20 • Annexure E, row 20 • Annexure F, row 16.2
21.	A publicly accessible webpage titled 'DOSAGE GUIDE', which displayed the following statements: • "BPC-157" • "CJC1295"	biov8.com.au/pages/dosage-guide ³²	From at least 8 July 2024 to 26 August 2024	• Annexure D, row 21 • Annexure E, row 21

²² "2 x Testo Build (120 caps)" becomes "2 x BIOTESTX (120 caps)" from at least 14 April 2025 to at least 30 May 2025.

²³ "2 x Testo Build (120 caps)" becomes "2 x BIOTESTX (120 caps)" from at least 14 April 2025 to at least 30 May 2025. The remaining representations are identical to those contained in the other advertisements.

²⁴ This statement contained a hyperlink to a video at the following URL: <https://www.youtube.com/watch?v=BTvnSht1d2g>.

²⁵ The portion of the statement in square brackets appears in the advertisement from at least on 9 August 2024 but does not appear in the advertisement from at least 15 November 2024.

²⁶ "Rapid Repair Bundle contains: 3-4 week cycle" becomes "Rapid Repair Bundle Vial (3-4 Week Cycle) Rapid Repair Bundle Includes:" from at least 15 November 2024. The remaining representations are identical to those contained in the other advertisements.

²⁷ This is the URL for the advertisement on 9 August 2024.

²⁸ This is the URL for the advertisement from at least 13 August 2024 to at least 14 January 2025. The representations are identical.

²⁹ "TB500/TB4" becomes "Thymosin Beta-4" in the from at least 2 May 2025 to at least 30 May 2025. The remaining representations are identical to those contained in the other advertisements.

³⁰ This is the URL for the advertisement from at least 21 March 2025.

³¹ This is the URL for the advertisement from at least 4 April 2025 to at least 30 May 2025. The representations are identical.

³² This is the URL for the advertisement from at least 8 July 2024.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
	• “CJC-1295/IPAMORELIN” • “CJC-1295 / GHRP6 OR GHRP2” • “IPAMORELIN” • “S22 (Ostarine)” • “THYMOSIN BETA 4 (TB-500)” • “AOD9604” • “HCG”	biov8.com.au/pages/dosage-guide?pos=1&_sid=ab711a26a&_ss=r ³³		
22.	A publicly accessible document titled ‘Peptide Guide’ accessible on the BioV8 Website, which displayed the following statements: • “SARMs hold promise as a new class of function promoting anabolic therapies for a number of clinical indications, including functional limitations associated with aging and chronic disease, frailty, cancer achexia, and osteoporosis.” • “Dihexa is a peptide variant derived from angiotensin IV which has been found to potently improve cognitive function in animal models of disease such as Alzheimer’s.” • “Selank is another ACTH/MSH-like peptide of the melanocortin class most closely related to the analog tufstin. While traditionally prescribed for anxiety and depression, it has been known to be conductive in many other treatments related to immune modulation, anticoagulation, PTSD, ADHD, and metabolic syndromes.” • “BPC-157” • “CJC 1295” • “GHRP 2” • “GHRP 6” • “Ipamorelin” • “MK-677” • “TB4-FRAG” • “TB4-FRAG Max” • “Thymosin Beta 4”	cdn.shopify.com/s/files/1/0403/0077/3532/files/BIOV8_Brochure_V3.pdf?v=1678593885	From at least 6 June 2024 to 14 July 2025	• Annexure B, row 2 • Annexure C, row 2 • Annexure D, row 22 • Annexure E, row 22
23.	A webpage titled ‘CEREBROPEP’, which displayed the following statements: • “Supports treatment of dementia, traumatic brain injury (TBI), and stroke”. • [“The neuroprotective properties of this nootropic agent help to prevent the formulation of free radicals, and have been studied in Parkinson’s, Alzheimer’s, MS, ALS, TBI, and stroke.”]³⁴	biov8.com.au/products/cerebropep	From at least 26 June 2024 to 18 September 2024	• Annexure C, row 3
24.1	A webpage titled ‘NAD+ 100MG/ML X 10ML’, which displayed the following statements: • “Dubbed the “miracle molecule” for the capability to restore and maintain cellular health, NAD+ has shown various potentials in treating heart diseases, diabetes, Alzheimer’s, and obesity in animal models. However, understanding how studies in animals can translate to humans is the next step for scientists to ensure the safety and efficacy of the molecule.”	biov8.com.au/products/nad	From at least 26 June 2024 to 14 January 2025	• Annexure C, row 4.1
24.2	A webpage titled ‘NAD+ 100MG/ML X 10ML’, which displayed the following statements: • “NAD+ has shown potential in treating conditions like heart disease, diabetes, and Alzheimer’s in animal models. Ongoing research aims to determine how these findings can be applied to human health and aging”.	biov8.com.au/products/nad	From at least 21 February 2025 to 30 May 2025	• Annexure C, row 4.2
25.	A webpage titled ‘BIOV8 Ultimate Bundle - Women’, which displayed the following statements: • “The ULTIMATE bundle is a serious REBOOT for your body and mind. This Bundle has been specifically designed to generate solid lean muscle mass, melt away that unwanted fat, supercharge energy levels, promote anti-ageing and improve cognitive functionality.” • “4-5 week cycle - o 1 x CJC 1295/Ipamorelin Potency: 2000 mcg/mL + 2000 mcg / mL (5ml Vial) - o 1 x AOD 9604 1200mcg/ml - o 1 x Thymosin Alpha 1 - 3000mcg/mL (5ml Vial) - o 1 x Yootropics Brain (60 caps)³⁵	biov8.com.au/products/f-ck-2020-bundle-women?pr_prod_strat=e5_desc&pr_rec_id=e2c8aad44&pr_rec_pid=609847758044&pr_ref_pid=6719911985308&pr_seq=uniform³⁶ biov8.com.au/products/f-ck-2020-bundle-women³⁷ biov8.com.com.au/products/f-ck-2020-	From at least 9 August 2024 to 16 May 2025	• Annexure D, row 23 • Annexure E, row 23

³³ This is the URL for the advertisement from at least 9 July 2024. The representations are identical.

³⁴ The representation in square brackets appeared on 26 June 2024 but does not appear on subsequent dates.

³⁵ “1 x Yootropics Brain (60 caps)” becomes “1 x Urolithin A” from at least 11 December 2024.

³⁶ This is the URL from at least 9 August 2024.

³⁷ This is the URL from at least 16 October 2024. The representations are identical.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
		bundle-women?variant=37409863139484 ³⁸ biov8.com.com.au/products/f-ck-2020-bundle-women?_pos=2&sid=2c3b704ab&_ss=r&variant=37409863139484 ³⁹		
26.1	A webpage titled ‘Anti Ageing bundle’, which displayed the following statements: “Bundle Includes: 1 x NAD+ 100mg/ml x 10ml 2 x Urolithin A (120 caps) 2 x CJC-1295/Ipamorelin 2000mcg/2000mcg/ml - Sharps and swabs necessary” “Unlock Your Potential with Our Supplements Many people turn to NAD+ supplements to enhance athletic performance, achieve a more youthful appearance, and combat age-related diseases. While some report feeling revitalized and energetic, results may vary.” “Revitalize You Cells with Urolithin A Urolithin A is a powerful postbiotic that rejuvenates the mitochondria, the energy-producing powerhouses within your cells. Our cellular energy supplement harnesses the potency of Urolithin A, providing 6 times more than a glass of pomegranate juice.” “Unlock Your Growth Potential with CJC-1295/Ipamorelin Our best-selling peptide combination, CJC-1295/Ipamorelin, stimulates the natural release of growth hormone in your body. This potent duo can help improve your overall quality of life, unlocking a more vibrant and energetic you.”	biov8.com.com.au/products-anti-ageing-bundle	On at least 14 January 2025	- Annexure D, row 24 - Annexure E, row 24
26.2	A webpage titled ‘Anti Ageing bundle’, which displayed the following statements: “Bundle Includes: 1 x NAD+ 100mg/ml (10ml) 2 x Urolithin A (120 capsules each) 2 x CJC-1295/Ipamorelin (2000mcg/2000mcg per ml) - Sharps and swabs for safe administration” “Unlock Your Potential with Premium Supplements Our NAD+ supplement is designed to enhance athletic performance, promote a youthful appearance, and support the fight against age-related conditions. While many users report feeling more energized and revitalized, individual results may vary.” “Revitalize You Cells with Urolithin A Urolithin A is a potent postbiotic that helps rejuvenate mitochondria – the energy engines of your cells. With o supplement, you’ll receive 6 times the Urolithin A found in a glass of pomegranate juice, helping to revitalize cellular energy and enhance overall vitality.” “Boost Your Growth Potential with CJC-1295/Ipamorelin - Our top-selling peptide combination, CJC-1295/Ipamorelin, stimulates your body’s natural growth hormone production. This dynamic duo promotes improved energy levels, vitality, and overall well-being, helping you unlock your growth potential and feel your best.”	biov8.com.com.au/products-anti-ageing-bundle	From at least 21 March 2025 to 2 May 2025	- Annexure D, row 24 - Annexure E, row 24
27.	A webpage titled ‘Ipamorelin’, which displayed the following statements: [“Ipamorelin is one of the most researched of all peptides and is deemed one of the safest.”]⁴⁰ “It’s benefits are; - Increased weight loss - Improved sleep - Improve muscle mass - Increased collagen production.”	biov8.com.au/products/ipamorelin?variant=34617943228572	From at least 14 January 2025 to 16 May 2025	- Annexure D, row 25 - Annexure E, row 25
28.1	A webpage titled ‘Glutathione 200mg/ml’, which displayed the following statements: “Glutathione is a substance made from the amino acids glycine, cysteine, and glutamic acid. It is produced by the <u>liver</u> and involved in many body processes. Glutathione is a powerful antioxidant found in every cell in the body” “Glutathione is involved in tissue building and repair, making chemicals and proteins needed in the body, and in <u>immune system</u> function.” “Glutathione functions in the body Glutathione has many important functions, including:	biov8.com.au/products/glutathione-200mg-ml?variant=44067845701881	On at least 14 January 2025	- Annexure B, row 3.1 - Annexure C, row 5.1 - Annexure D, row 26 - Annexure E, row 26

³⁸ This is the URL for the advertisements from at least 11 December 2024 to at least 16 May 2025. The representations are identical.

³⁹ This is the URL for the advertisements from at least 21 March 2025. The representations are identical.

⁴⁰ The words ‘of all’ are included in the advertisement from at least 14 January 2025 to at least 21 February 2025, but not from at least 21 March 2025.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
	- o making DNA, the building blocks of proteins and cells - o supporting immune function - o forming sperm cells - o breaking down some free radicals - o helping certain enzymes function - o regenerating <u>vitamins C and E</u> - o transporting mercury out of the brain - o helping the liver and gallbladder deal with fats - o assisting regular cell death (a process known as apoptosis)” • “What are the benefits of glutathione?” The benefits of glutathione may include: 1. Antioxidant activity Free radicals may contribute to aging and some diseases. Antioxidants help to counteract free radicals and protect the body from their damaging effects. Glutathione is a very strong antioxidant, partly because high concentrations can be found in every cell in the body. 2. Preventing cancer progression Some <u>research</u> suggests that glutathione may help prevent the progression of certain types of cancer. However, it is also shown to potentially reduce the effectiveness of <u>chemotherapy</u>, so further research is needed to fully understand its role in cancer treatment. 3. Reducing cell damage in liver disease <u>Hepatitis</u>, alcohol abuse, and fatty liver disease all damage the cells of the liver. A <u>small 2017 clinical trial</u> concludes that glutathione could help treat non-alcoholic fatty liver disease due to its antioxidant properties and potential to detoxify. The researchers note that larger studies are needed to confirm this effect. 4. Improving insulin sensitivity <u>Insulin resistance</u> can result in the development of <u>type 2 diabetes</u>. The production of <u>insulin</u> causes the body to move glucose (sugar) from the blood and into cells that use it for energy. A <u>small 2018 study</u> indicates that people with insulin resistance tend to have lower glutathione levels, particularly if they have experienced complications, such as <u>neuropathy</u> or <u>retinopathy</u>. A <u>2013 study</u> reaches similar conclusions. 6. Reducing ulcerative colitis damage Like other inflammatory diseases, ulcerative colitis has been linked to oxidative damage and <u>stress</u>. A <u>2003 animal study</u> suggests that glutathione supplementation can improve some of the damage to the colon in rats. Determining the effects of glutathione on ulcerative colitis will require more research in humans.”			
28.2	A webpage titled ‘Glutathione 200mg/ml’, which displayed the following statements: • “Glutathione is a powerful antioxidant made from the amino acids glycine, cysteine, and glutamic acid. It is produced by the liver and is involved in many vital body processes, including tissue building, immune system function, and cellular repair. Glutathione is found in every cell in the body and plays a crucial role in detoxifying the body and protecting cells from oxidative stress.” • “Glutathione Functions in the Body Glutathione is involved in numerous important functions, including: - o Making DNA, proteins, and cells - o Supporting immune function - o Forming sperm cells - o Breaking down free radicals - o Helping certain enzymes function properly - o Regenerating <u>vitamins C and E</u> - o Transporting mercury out of the brain - o Helping the liver and gallbladder process fats - o Assisting with regular cell death (apoptosis)” • “What Are the Benefits of Glutathione?” Glutathione offers numerous health benefits, including: 1. Antioxidant Activity As a potent antioxidant, glutathione helps neutralize free radicals, which can contribute to aging and diseases. It protects cells from oxidative damage, ensuring overall body health. 2. Preventing Cancer Progression Some <u>research</u> suggests that glutathione may help prevent the progression of certain types of cancer. However, it is also shown to potentially reduce the effectiveness of <u>chemotherapy</u>, so further research is needed to fully understand its role in cancer treatment. 3. Reducing Cell Damage in Liver Disease <u>Glutathione plays an important role in protecting the liver from damage caused by diseases like hepatitis, alcohol abuse, and fatty liver disease. Some studies suggest that glutathione may aid in treating nonalcoholic fatty liver disease due to its antioxidant and detoxifying properties.</u>	biov8.com.au/products/glutathione-200mg-ml?variant=44067845701881⁴¹ biov8.com.au/products/glutathione-200mg-ml?variant=44067845701881=&variant=44067845701881⁴²	From at least 21 March 2025 to 16 May 2025	• Annexure B, row 3.2 • Annexure C, row 5.2 • Annexure D, row 26 • Annexure E, row 26

⁴¹ This is the URL for the advertisement from at least 21 March 2025.

⁴² This is the URL for the advertisement from at least 14 April 2025. The representations are identical.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
	4. Improving Insulin Sensitivity <u>Glutathione may improve insulin sensitivity, especially in individuals with insulin resistance or diabetes. Low glutathione levels have been linked to complications such as neuropathy and retinopathy, and boosting glutathione could help manage these conditions.</u> 5. Reducing Ulcerative Colitis Damage Glutathione supplementation has shown promise in reducing oxidative damage associated with inflammatory conditions like ulcerative colitis. However, more human studies are needed to confirm its effectiveness.”			
29.	A webpage titled ‘Resilience Bundle’, which displayed the following statements: • “Resilience Bundle Vial (3-4 week cycle) The Resilience Bundle is designed to enhance recovery, reduce visceral fat, improve sleep, and support overall metabolic and musculoskeletal health. This combination of Tesamorelin, BPC-157, and Thymosin Beta-4 (TB-500) works synergistically to improve healing, resilience, and long-term performance by promoting tissue repair, reducing inflammation, and optimising body composition. Some potential benefits could include: - o <i>Targets visceral fat</i> - the fat stored around vital organs, which is linked to metabolic health and longevity. - o <i>Enhances recovery</i> - reducing downtime from exercise, injuries, and even skin healing. - o <i>Improves sleep & cognitive function</i> - deeper rest, sharper thought processing. - o <i>Better skin tone & durability</i> – supporting cellular regeneration and elasticity.” • “What’s included? - o 1 x Tesamorelin Vial 5ml - Potency: 4000mcg/mL - o 1 x BPC-157/Thymosin Beta-4 Vial 5ml - Potency: 2000mcg/3000mcg per mL” • “What is Tesamorelin? Tesamorelin is a growth hormone-releasing hormone (GHRH) analogue that stimulates natural growth hormone (GH) production, specifically targeting visceral fat reduction while preserving lean muscle mass. It also improves metabolic health, insulin sensitivity, and supports cardiovascular function, making it an essential addition for those looking to optimize body composition and enhance resilience. Key benefits include: - o Targets visceral fat - the fat stored around vital organs, which is linked to metabolic health and longevity. - o Enhances recovery - reducing downtime from exercise, injuries, and even skin healing. - o Improves sleep & cognitive function - deeper rest, sharper thought processing. Better skin tone & durability - supporting cellular regeneration and elasticity.” • “What is BPC-157? BPC-157, or "Body Protecting Compound," is a powerful peptide known for its ability to accelerate tissue healing, reduce inflammation, and promote gut health. Key benefits include: - o Speeds up muscle and tendon healing - o Repairs joints, bones, and connective tissue - o Enhances gut health and reduces inflammation - o Supports neurological and cognitive recovery” • “What is Thymosin Beta-4 (TB500)? Thymosin Beta-4 (TB500) is a regenerative peptide that plays a critical role in tissue repair, cellular regeneration, and immune modulation. Its benefits include - o Promotes blood vessel regeneration and wound healing - o Reduces joint inflammation and enhances mobility - o Supports muscle recovery and endurance - o Aids in organ and tissue regeneration” • “Course Duration The recommended cycle length for Tesamorelin, BPC-157, and Thymosin Beta-4 varies based on individual needs, with dosing guided by medical consultation for optimal recovery, metabolic enhancement, and performance support.”	biov8.com.au/products/resilience-bundle	From at least 21 March 2025 to 16 May 2025	• Annexure D, row 27 • Annexure E, row 27
30.	A webpage titled ‘Tesamorelin’, which displayed the following statements: • “Tesamorelin is a synthetic analogue of growth hormone-releasing hormone (GHRH) designed to stimulate the natural production and release of growth hormone (GH) from the pituitary gland. Its primary function is to reduce visceral fat, which is the hardest type of fat to eliminate and is closely linked to metabolic and cardiovascular health risks. Some potential benefits could include: - o Reduction in visceral fat - o Improved cardiovascular health - o Enhanced insulin sensitivity - o Preservation of lean muscle mass - o Support for cognitive function” • “Tesamorelin includes 3-4 Week Course: 5mL Vial, Potency: 4000mcg/mL” • “What does it do? The main benefit is to reduce abdominal visceral (belly) fat. This is the type of fat that is most associated with risk of diabetes and cardiovascular disease. The peptide also decreases the amount of fat in the liver and in muscle. Fatty liver is also a major risk factor for chronic diseases, including serious liver diseases. Tesamorelin increases GH and IGF-1 levels which promote muscle gain while promoting fat loss. The peptide has been studied extensively for reduction of abdominal fat in HIV-infected patients. It is approved for this purpose.” • “Potential Benefits	biov8.com.au/products/tesamorelin	From at least 21 March 2025 to 16 May 2025	• Annexure B, row 4 • Annexure C, row 6

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
	- o Reduction of visceral fat (the most difficult fat to lose) - o Support for cardiovascular health (by improving metabolic markers) - o Improved insulin sensitivity (potential benefits for glucose metabolism) - o Maintenance of lean muscle mass - o Cognitive function support - o Enhanced lipolysis (fat breakdown) for improved body composition”			
BioV8 Facebook Page				
31.	A Facebook post from ‘BioV8’ dated 23 January 2023, which displayed an image containing the following statements: • “Hating my life, I thought I’d better do something to turn my health around. I started going to the gym to slowly get stronger and I stumbled across peptides. I didn’t think it was be true how amazing they could be for the body! I soon found BIOV8 and got their CROSS FIT BUNDLE, hoping it would help me become stronger and fitter! And it DID - more than I was expecting, after being told by doctors that my body would never heal! I noticed little things I hadn’t felt in 5yrs and I thought it was my brain playing tricks on me, but as time went on I could see the changes and so could other people who have been working with me! I started to get excited and it feels like everyday I wake up there is something new and exciting in my life. I feel like I’m winning again! ” Aodhan Richards Testimonial”.	facebook.com/photo/?fbid=849964522969772&set=pcb.849964549636436⁴³ facebook.com/biov8clinic/posts/pfbid0Ja15N6T1fxEUamjVAnY8DGFRTXQcDZdzz9ufT5f2czGRdmWuqH W7QjQzY37r4M4tl⁴⁴	From at least 29 July 2024 to 2 May 2025	• Annexure D, row 28 • Annexure E, row 28
32.	A Facebook post from ‘BioV8’ dated 27 June 2023, which displayed the following statements: • “Revolutionising injury repair with @BioV8 [emoji] Check out what Ceeone has to say about our peptide-powered Rapid Repair Bundle [emoji] From pain and limited mobility to agility and freedom - a 5-week journey that outshone 12 months of physio!” The post displayed an image containing the following statements: • “TESTIMONIAL Ceeone I had been suffering from constant issues with my left knee. 18 months post surgery, I was living with limited mobility and relying on anti-inflammatory mediation . My right knee , from overcompensating, was starting to suffer from inflammation and degeneration too. I have almost completed the 5 week Rapid repair bundle and have seen significant improvement in my movement and agility, the pain is also gone. I understand that physio and rehab is very important but 12 months of weekly physio didn’t even come close to yielding results like 5 weeks on this program.”	www.facebook.com/biov8clinic/posts/pfbid02q3LMu7xRBQnGtJuTSQJD4msc8LvblktHFHizc9bN84sMsEnxy7mFpDWS5xkTBpDl⁴⁵ facebook.com/biov8clinic/posts/pfbid0m4VEk8cFhL7cw1ep6mr mnoHmrNbqx6KsdZxB7fkg6fe1A17H28999dgJtdjRygTVI⁴⁶	From at least 7 May 2024 to 2 May 2025	• Annexure D, row 29 • Annexure E, row 29
33.	A Facebook post from ‘BioV8’ dated 27 December 2023, which displayed an image containing the following statements: • “HOW NOOTROPICS ENHANCE MENTAL RESILIENCE ... Mood Regulation Mood-enhancing properties, aiding in coping with anxiety and depression, which are crucial for mental resilience.”	www.facebook.com/photo?fbid=1067978621168360&set=pcb.1067979097834979⁴⁷ facebook.com/biov8clinic/posts/pfbid0fdadSzCVNyfHS4jpoTC8JqobDa2DyLnw7pTX9vFXysJJ2s9X64ACkQxZFVSNaRJI⁴⁸	From at least 5 July 2024 to 16 May 2025	• Annexure B, row 5
34.	A Facebook post from ‘BioV8’ dated 17 July 2023, which displayed an image containing the following statements: • “MOOD PEPTIDES Can reduce anxiety and increase focus.”	facebook.com/photo/?fbid=968278724471684&set=pcb.968278864471670	From at least 29 July 2024 to 16 May 2025	• Annexure B, row 6
35.	A Facebook post from ‘BioV8’ dated 5 December 2022, which displayed an image containing the following statements: • “Bioregulators are non-toxic, advanced prevention and healing modalities for chronic or degenerative illnesses such as cancer, diabetes and heart disease.”	facebook.com/photo/?fbid=812373403395551&set=pcb.812373466728878	From at least 13 August 2024 to 16 May 2025	• Annexure B, row 7 • Annexure C, row 7

⁴³ This is the URL for the advertisement from at least 29 July 2024 to at least 2 May 2025.

⁴⁴ This is the URL for the advertisement from at least 22 October 2024 to at least 14 April 2025. The representation is identical.

⁴⁵ This is the URL for the advertisement from at least 7 May 2024.

⁴⁶ This is the URL for the advertisement from at least 13 August 2024 to at least 2 May 2025. The representations are identical.

⁴⁷ This is the URL for the advertisement from at least 5 July 2024 to at least 16 May 2025.

⁴⁸ This is the URL for the advertisement from at least 21 March 2025. The representations are identical.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
36.	A Facebook post from ‘BioV8’ dated 17 October 2022, which displayed an image containing the following statements: “5. BIOV8 Fat Loss Peptides We offer a range of bundles & peptides that target fat loss and are <u>100% scientifically backed!</u> Help us help YOU reach your goals!”	facebook.com/photo/?fbid=1224316338300068&set=pcb.1224316458300056	On at least 13 August 2024	Annexure F, row 17
37.	A Facebook post from ‘BioV8’ dated 18 March 2025, which displayed the following statements: “Faster Recovery – Whether it’s from workouts, injuries, or daily wear and tear, resilient bodies bounce back faster.” “Fat Metabolism – Not all fat is equal. Visceral fat (the kind around your organs) impacts long-term health—reducing it keeps you moving at your best.” “Better Sleep, Sharper Focus – A resilient body regenerates overnight, leading to improved energy, skin health, and cognitive function.” - That’s why we created The Resilient Bundle—a powerful stack designed to enhance recovery, optimize fat metabolism, and strengthen your body from the inside out.” “Tap the link in bio to learn more. #BIOV8 #ResilienceMatters #PeptideScience #FatLoss #FasterRecovery #StrongerEveryDay”. The post displayed an image containing the following statements: “Fast tracked from the US The Resilience Bundle.” “IMPROVES SLEEP & COGNITIVE FUNCTION deeper rest, sharper thought processing”. “TARGETS VISCERAL FATs the fat stored around vital organs, which is linked to metabolic health and longevity”. “ENHANCES RECOVERY reducing downtime from exercise, injuries and even skin healing”. “BETTER SKIN TONE & DURABILITY supporting cellular regeneration and elasticity”.	facebook.com/biov8clinic/posts/pfbid02zBhicph924RoS7X9Qe dtF6ey9GdppYTVp9oRTigmkfPNkVhJLEbR5uJLqFE2wR4yl	From at least 4 April 2025 to 2 May 2025	- Annexure D, row 30 - Annexure E, row 30
BioV8 Instagram Page				
38.	An Instagram post from ‘biov8clinic’ dated 25 May 2023, which displayed the following statements: “#humanoptimisatoin ... #peptides ... #peptidebenefits” The post displayed an image containing the following statements: “5. BIOV8 Fat Loss Peptides We offer a range of bundles & peptides that target fat loss and are <u>100% scientifically backed!</u> Help us help YOU reach your goals.”	instagram.com/p/Csp8AuGtMrE/?img_index=6	From at least 15 July 2024 to 16 May 2025	Annexure F, row 18
39.	An Instagram post from ‘biov8clinic’ dated 18 March 2025, which displayed the following statements: “Resilience is Everything. Your body isn’t just about how it looks—it’s about how it performs, recovers, and adapts to stress, injury, and aging. Resilience is what keeps you strong, durable, and ready for anything life throws your way.”⁴⁹ “Faster Recovery – Whether it’s from workouts, injuries, or daily wear and tear, resilient bodies bounce back faster.”⁵⁰ “Fat Metabolism – Not all fat is equal. Visceral fat (the kind around your organs) impacts long-term health—reducing it keeps you moving at your best.”⁵¹ “Better Sleep, Sharper Focus – A resilient body regenerates overnight, leading to improved energy, skin health, and cognitive function.” “That’s why we created The Resilience Bundle—a powerful stack designed to enhance recovery, optimize fat metabolism, and strengthen your body from the inside out.”⁵² “Your body’s resilience is your greatest asset. Invest in it.”⁵³ “Tap the link in bio to learn more. #BioV8 #ResilienceMatters #PeptideScience #FatLoss #StrongerRecovery #StrongerEveryDay”.⁵⁴ The post displayed an image containing the following statements: “Fast tracked from the US The Resilience Bundle.” “IMPROVES SLEEP & COGNITIVE FUNCTION deeper rest, sharper thought processing”.	instagram.com/biov8clinic/p/DHvYQaRsqu1/?img_index=2	From at least 21 March 2025 to 14 April 2025	- Annexure D, row 31 - Annexure E, row 30

⁴⁹ This statement appears in the advertisement from at least 14 April 2025.

⁵⁰ This statement appears in the advertisement from at least 14 April 2025.

⁵¹ This statement appears in the advertisement from at least 14 April 2025.

⁵² This statement appears in the advertisement from at least 21 March 2025 to at least 4 April 2025.

⁵³ This statement appears in the advertisement from at least 21 March 2025 to at least 4 April 2025.

⁵⁴ This statement appears in the advertisement from at least 21 March 2025 to at least 4 April 2025.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the advertisement	Where advertisement is referred to in subsequent annexures
	• “TARGETS VISCERAL FAT the fat stored around vital organs, which is linked to metabolic health and longevity”. • “ENHANCES RECOVERY reducing downtime from exercise, injuries and even skin healing”. • “BETTER SKIN TONE & DURABILITY supporting cellular regeneration and elasticity”.			
40.	An Instagram post from ‘bioV8clinic’ dated 13 March 2025, which displayed the following statements: • “Recover Stronger, Faster” • “Our advanced solutions: Enhance Cellular Regeneration – Stimulate new cell growth for faster healing. Accelerate Collagen Synthesis – Strengthen joints and muscles for better stability. Reduce Inflammation – Minimise pain and swelling for optimal recovery. Promote Tissue Rejuvenation – Restore function and mobility, reducing chronic injury risk.” • “Take your recovery to the next level”. The post displayed an image containing the following statements: • “The Rapid Repair Bundle” • “Our Rapid Repair Bundle is designed to accelerate your recovery, helping you return to the activities you love with greater speed and efficiency”.	instagram.com/biov8clinic/p/DHIV81Os3yv/?img_index=1	From at least 21 March 2025 to 4 April 2025	• Annexure F, row 19
BioV8 YouTube Channel				
41.	A video on the BioV8 YouTube Channel titled ‘Kim Lawless Testimonial’, which contained the following statements: • “Basically, this is a peptide. This product is amazing... I do put it on my forearms at nighttime – rub it on two hours after I’ve eaten, just before I go to bed, and the magic begins. So basically, while I’m sleeping, it’s all starting to happen. The skin rejuvenation, the sleeping is amazing... This is where the magic begins. So the elasticity in the skin, the collagen in the skin, I’ve noticed now the last now week and a half, my skin has started to glow more, the plumpness of my skin, my pigmentation is disappearing... And I’ve really found this cream has helped internally, which is coming out into my appearance. So I can’t highly recommend this product more. Basically it’s a peptide, it’s a natural peptide that actually works and activates those cells in your body to rejuvenate your skin while you’re in that sleeping mode of that deep sleep. My energy levels have gone next level...” • “So with all this I do get a discount, yes I do, amazing. I get 10% off. So if you actually go on and purchase this bundle and use my code ‘Lawless’, you’ll get 10% off these amazing products. Guys aging could not be any smarter than this, seriously, it’s incredible.”	https://www.youtube.com/watch?v=BTvnSht1d2g	From at least 29 July 2024 to 4 September 2024	• Annexure F, row 20

ANNEXURE B: PROHIBITED REPRESENTATIONS - s 42DLB(1) where s 42DLB(2) applies

No.	The representation(s) (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the representation(s)	Disease or illness referred to	Advertisement reference
BioV8 Website					
1.1	“Thymosin Beta 4’s role in the process of immune regulation has to lead many medical professionals to believe it has significant and valuable therapies. Thymosin Beta 4 has been used to treat HIV, AIDS, Influenza and Colds as well as various infections and inflammatory conditions. Thymosin Beta 4 and its range of therapeutic use are even being linked to the healing of the heart after a patient sustains a heart attack.”	biov8.com.au/products/tb500?variant=34617946177692	From at least 22 July 2024 to 14 January 2025	HIV, AIDS	See Annexure A, row 6.1
1.2	“Thymosin Beta 4 is also being studied for its potential therapeutic benefits in treating conditions like HIV, AIDS, Influenza, Colds, and various infections. Its ability to aid heart recovery after a heart attack has also been explored.”	biov8.com.au/products/tb500?variant=34617946177692	From at least 4 April 2025 to 30 May 2025	HIV, AIDS	See Annexure A, row 6.2
2.	“Selank is another ACTH/MSH-like peptide of the melanocortin class most closely related to the analog tufstin. While traditionally prescribed for anxiety and depression, it has been known to be conductive in many other treatments related to immune modulation, anticoagulation, PTSD, ADHD, and metabolic syndromes.”	cdn.shopify.com/s/files/1/0403/0077/3532/files/BIOV8_Brochure_V3.pdf?v=1678593885	From at least 6 June 2024 to 14 July 2025	Anxiety, depression and PTSD	See Annexure A, row 22
3.1	“<u>What are the benefits of glutathione?</u> The benefits of glutathione may include: ... 2. Preventing cancer progression Some <u>research</u> suggests that glutathione may help prevent the progression of certain types of cancer. However, it is also shown to potentially reduce the effectiveness of <u>chemotherapy</u>, so further research is needed to fully understand its role in cancer treatment.	biov8.com.au/products/glutathione-200mg-ml?variant=44067845701881	On at least 14 January 2025	Cancer	See Annexure A, row 28.1
3.2	“<u>What Are the Benefits of Glutathione?</u> Glutathione offers numerous health benefits, including: ... 2. Preventing Cancer Progression Some <u>research</u> suggests that glutathione may help prevent the progression of certain types of cancer. However, it is also shown to potentially reduce the effectiveness of <u>chemotherapy</u>, so further research is needed to fully understand its role in cancer treatment.	biov8.com.au/products/glutathione-200mg-ml?variant=44067845701881 ⁵⁵ biov8.com.au/products/glutathione-200mg-ml?variant=44067845701881=&variant=44067845701881 ⁵⁶	From at least 21 March 2025 to 16 May 2025	Cancer	See Annexure A, row 28.2
4.	“The main benefit is to reduce abdominal visceral (belly) fat. This is the type of fat that is most associated with risk of diabetes and cardiovascular disease. The peptide also decreases the amount of fat in the liver and in muscle. Fatty liver is also a major risk factor for chronic diseases, including serious liver diseases. Tesamorelin increases GH and IGF-1 levels which promote muscle gain while promoting fat loss. The peptide has been studied extensively for reduction of abdominal fat in HIV-infected patients. It is approved for this purpose.”	biov8.com.au/products/tesamorelin	From at least 21 March 2025 to 16 May 2025	HIV	See Annexure A, row 30
BioV8 Facebook Page					
5.	“HOW NOOTROPICS ENHANCE MENTAL RESILIENCE ... Mood Regulation Mood-enhancing properties, aiding in coping with anxiety and depression, which are crucial for mental resilience.”	www.facebook.com/photo?fbid=1067978621168360&set=pcb.1067979097834979 ⁵⁷ facebook.com/biov8clinic/posts/pfbid0fdadSzCVNyfHS4jpoTC8JqobDa2DyLnw7pTX9vFXysJJ2s9X64ACkQxZFVSNarJI ⁵⁸	From at least 5 July 2024 to 16 May 2025	Anxiety, depression	See Annexure A, row 33
6.	“MOOD PEPTIDES Can reduce anxiety and increase focus.”	facebook.com/photo?fbid=968278724471684&set=pcb.968278864471670	From at least 29 July 2024 to 16 May 2025	Anxiety	See Annexure A, row 34
7.	“Bioregulators are non-toxic, advanced prevention and healing modalities for chronic or degenerative illnesses such as cancer, diabetes and heart disease.”	facebook.com/photo/?fbid=812373403395551&set=pcb.812373466728878	From at least 13 August 2024 to 16 May 2025	Cancer	See Annexure A, row 35

⁵⁵ This is the URL for the advertisement from at least 21 March 2025.

⁵⁶ This is the URL for the advertisement from at least 14 April 2025. The representations are identical.

⁵⁷ This is the URL for the from advertisement at least 5 July 2024.

⁵⁸ This is the URL for the advertisement on 21 March 2025. The representations are identical.

ANNEXURE C: RESTRICTED REPRESENTATIONS - s 42DLB(1) where s 42DLB(4) applies

No.	The representation(s)	Location	Date(s) of the representation(s)	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
BioV8 Website					
1.1	“Thymosin Beta 4’s role in the process of immune regulation has to lead many medical professionals to believe it has significant and valuable therapies. Thymosin Beta 4 has been used to treat HIV, AIDS, Influenza and Colds as well as various infections and inflammatory conditions. Thymosin Beta 4 and its range of therapeutic use are even being linked to the healing of the heart after a patient sustains a heart attack.”	biov8.com.au/products/tb500?variant=34617946177692	From at least 22 July 2024 to 14 January 2025	Heart attack	See Annexure A, row 6.1
1.2	“Thymosin Beta 4 is also being studied for its potential therapeutic benefits in treating conditions like HIV, AIDS, Influenza, Colds, and various infections. Its ability to aid heart recovery after a heart attack has also been explored.”	biov8.com.au/products/tb500?variant=34617946177692	From at least 4 April 2025 to 30 May 2025	Heart attack	See Annexure A, row 6.2
2.	“SARMs hold promise as a new class of function promoting anabolic therapies for a number of clinical indications, including functional limitations associated with aging and chronic disease, frailty, cancer cachexia, and osteoporosis.” “Dihexa is a peptide variant derived from angiotensin IV which has been found to potently improve cognitive function in animal models of disease such as Alzheimer’s.” “Selank is another ACTH/MSH-like peptide of the melanocortin class most closely related to the analog tufstin. While traditionally prescribed for anxiety and depression, it has been known to be conducive in many other treatments related to immune modulation, anticoagulation, PTSD, ADHD, and metabolic syndromes.”	cdn.shopify.com/s/files/1/0403/0077/3532/files/BIOV8_Brochure_V3.pdf?v=1678593885	From at least 6 June 2024 to 14 July 2025	Cancer cachexia, Alzheimer’s disease, ADHD, osteoporosis	See Annexure A, row 22
3.	“Supports treatment of dementia, traumatic brain injury (TBI), and stroke”. “[The neuroprotective properties of this nootropic agent help to prevent the formulation of free radicals, and have been studied in Parkinson’s, Alzheimer’s, MS, ALS, TBI, and stroke.]”⁵⁹	biov8.com.au/products/cerebropep	From at least 26 June 2024 to 18 September 2024	Dementia, Parkinson’s disease, Alzheimer’s disease, Multiple Sclerosis (MS), Amyotrophic Lateral Sclerosis (ALS), Traumatic Brain Injury (TBI), stroke	See Annexure A, row 23
4.1	“Dubbed the “miracle molecule” for the capability to restore and maintain cellular health, NAD+ has shown various potentials in treating heart diseases, diabetes, Alzheimer’s, and obesity in animal models. However, understanding how studies in animals can translate to humans is the next step for scientists to ensure the safety and efficacy of the molecule.”	biov8.com.au/products/nad	From at least 26 June 2024 to 14 January 2025	Heart disease, diabetes, Alzheimer’s disease	See Annexure A, row 24.1
4.2	“NAD+ has shown potential in treating conditions like heart disease, diabetes, and Alzheimer’s in animal models. Ongoing research aims to determine how these findings can be applied to human health and aging”.	biov8.com.au/products/nad	From at least 21 February 2025 to 30 May 2025	Heart disease, diabetes, Alzheimer’s disease	See Annexure A, row 24.2
5.1	“What are the benefits of glutathione?” The benefits of glutathione may include: ... 3. Reducing cell damage in liver disease <u>Hepatitis</u>, alcohol abuse, and fatty liver disease all damage the cells of the liver. A <u>small 2017 clinical trial</u> concludes that glutathione could help treat non-alcoholic fatty liver disease due to its antioxidant properties and potential to detoxify. The researchers note that larger studies are needed to confirm this effect. 4. Improving insulin sensitivity <u>Insulin resistance</u> can result in the development of <u>type 2 diabetes</u>. The production of <u>insulin</u> causes the body to move glucose (sugar) from the blood and into cells that use it for energy. A <u>small 2018 study</u> indicates that people with insulin resistance tend to have lower glutathione levels, particularly if they have experienced complications, such as <u>neuropathy</u> or <u>retinopathy</u>. A <u>2013 study</u> reaches similar conclusions. 6. Reducing ulcerative colitis damage Like other inflammatory diseases, ulcerative colitis has been linked to oxidative damage and <u>stress</u>. A <u>2003 animal study</u> suggests that glutathione supplementation can improve some of the damage to the colon in rats. - Determining the effects of glutathione on ulcerative colitis will require more research in humans.”	biov8.com.au/products/glutathione-200mg-ml?variant=44067845701881	On at least 14 January 2025	Hepatitis, liver disease, fatty liver disease, non-alcoholic fatty liver disease, diabetes, ulcerative colitis	See Annexure A, row 28.1

59 The representation in square brackets appears in the advertisement on 26 June 2024 did not appear subsequently.

No.	The representation(s)	Location	Date(s) of the representation(s)	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
5.2	• “What Are the Benefits of Glutathione?” Glutathione offers numerous health benefits, including: ... 3. Reducing Cell Damage in Liver Disease Glutathione plays an important role in protecting the liver from damage caused by diseases like hepatitis, alcohol abuse, and fatty liver disease. Some studies suggest that glutathione may aid in treating nonalcoholic fatty liver disease due to its <u>antioxidant and detoxifying properties</u>. 4. Improving Insulin Sensitivity Glutathione may improve insulin sensitivity, especially in individuals with insulin resistance or diabetes. Low glutathione levels have been linked to complications such as neuropathy and retinopathy, and boosting glutathione could help manage these conditions. 5. Reducing Ulcerative Colitis Damage Glutathione supplementation has shown promise in reducing oxidative damage associated with inflammatory conditions like ulcerative colitis. However, more human studies are needed to confirm its effectiveness.”	biov8.com.au/products/glutathione-200mg-ml?variant=44067845701881⁶⁰ biov8.com.au/products/glutathione-200mg-ml?variant=44067845701881=&variant=44067845701881⁶¹	From at least 21 March 2025 to 16 May 2025	Hepatitis, liver disease, fatty liver disease, non-alcoholic fatty liver disease, diabetes, ulcerative colitis	See Annexure A, row 28.2
6.	• “Its primary function is to reduce visceral fat, which is the hardest type of fat to eliminate and is closely linked to metabolic and cardiovascular health risks. Some potential benefits could include: - o Reduction in visceral fat - o Improved cardiovascular health - o Enhanced insulin sensitivity - o Preservation of lean muscle mass - o Support for cognitive function” • “The main benefit is to reduce abdominal visceral (belly) fat. This is the type of fat that is most associated with risk of diabetes and cardiovascular disease. The peptide also decreases the amount of fat in the liver and in muscle. Fatty liver is also a major risk factor for chronic diseases, including serious liver diseases. Tesamorelin increases GH and IGF-1 levels which promote muscle gain while promoting fat loss.”	biov8.com.au/products/tesamorelin	From at least 21 March 2025 to 16 May 2025	Cardiovascular disease Diabetes Serious liver diseases	See Annexure A, row 30
BioV8 Facebook Page					
7.	• “Bioregulators are non-toxic, advanced prevention and healing modalities for chronic or degenerative illnesses such as cancer, diabetes and heart disease.”	facebook.com/photo/?fbid=812373403395551&set=pcb.812373466728878	From at least 13 August 2024 to 16 May 2025	Diabetes, heart disease	See Annexure A, row 35

⁶⁰ This is the URL for the advertisements from at least 21 March 2025.

⁶¹ This is the URL for the advertisement on 14 April 2025.

ANNEXURE D: REFERENCES TO SCHEDULED SUBSTANCES - s 42DLB(1) where s 42DLB(7) applies

No.	The representation(s)	Location	Date(s) of the representation(s)	Substances, or goods containing substances, referred to in the representations and included in Schedule 4 but not in Appendix H of the current Poisons Standard
BioV8 Website				
1.	See Annexure A, row 1	biov8.com.au/products/bpc-157?variant=34617935069340	From at least 26 June 2024 to 16 May 2025	BPC-157
2.	See Annexure A, row 2	biov8.com.au/products/cjc-1295-ipamorelin?variant=34617938346140 biov8.com.au/products/cjc-1295-ipamorelin-copy?variant=46175824773369	From at least 8 July 2024 to 30 May 2025	CJC-1295 (CAS No. 863288-34-0) and Ipamorelin
3.	See Annexure A, row 3	biov8.com.au/products/cjc-1295?variant=37692127608988	From at least 26 June 2024 to 30 May 2025	CJC-1295 (CAS No. 863288-34-0)
4.	See Annexure A, rows 4.1 and 4.2	biov8.com.au/products/cjc-1295-ghrp2?variant=37692103688348	From at least 26 July 2024 to 30 May 2025	CJC-1295 (CAS No. 863288-34-0) and Pralmorelin (Growth Hormone Releasing Peptide-2) (GHRP-2))
5.	See Annexure A, rows 5.1 and 5.2	biov8.com.au/products/cjc-1295-ghrp-6?variant=34617938051228 biov8.com.au/products/cjc-1295-ghrp-6?variant=34617938083996 biov8.com.au/products/cjc-1295-ghrp-6?variant=45491688636665	From at least 22 July 2024 to 30 May 2025	CJC-1295 (CAS No. 863288-34-0) and Growth Hormone Releasing Peptide-6 (GHRP-6),
6.	See Annexure A, row 6.1 and 6.2	biov8.com.au/products/tb500?variant=34617946177692	From at least 22 July 2024 to 30 May 2025	Thymosin Beta 4 (Thymosin β 4)
7.	See Annexure A, row 7	biov8.com.au/products/hcg-weightloss?variant=37408587448476	From at least 26 June 2024 to 14 January 2025	Human Chorionic Gonadotrophin
8.	See Annexure A, rows 8.1 and 8.2	biov8.com.au/products/mk-677-ibutamoren biov8.com.au/products/mk-677-ibutamoren?variant=34923839160476	From at least 26 June 2024 to 30 May 2025	Ibutamoren
9.	See Annexure A, row 9	biov8.com.au/products/tb4-frag-max biov8.com.au/products/tb4-frag-max?variant=44144220209401	From at least 26 June 2024 to 29 July 2024	Thymosin Beta-4 (Thymosin β 4)
10.	See Annexure A, rows 10.1 and 10.2	biov8.com.au/products/hcg-muscle?variant=34617942114460	From at least 29 July 2024 to 30 May 2025	Human Chorionic Gonadotrophin
11.	See Annexure A, row 11	biov8.com.au/products/ghrp6?variant=34617940738204	From at least 29 July 2024 to 16 October 2024	Growth Hormone Releasing Peptide-6 (GHRP-6)
12.	See Annexure A, rows 12.1 and 12.2	biov8.com.au/products/mid-life-re-boot-bundle biov8.com.au/products/mid-life-re-boot-bundle?pr_prod_strat=e5_desc&pr_rec_id=b50aa0288&pr_rec_pid=6719911985308&pr_ref_pid=7454086791417&pr_seq=uniform	From at least 26 June 2024 to 30 May 2025	CJC-1295 (CAS No. 863288-34-0), Ipamorelin and BPC-157
13.1	See Annexure A, rows 13.1 and 13.2	biov8.com.au/products/crossfit?variant=35248804003996	From at least 26 June 2024 to 30 May 2025	CJC-1295 (CAS No. 863288-34-0) and Ipamorelin
14.	See Annexure A, row 14	biov8.com.au/products/femme-inspire?variant=35152175235228	From at least 6 June 2024 to 15 November 2024	CJC-1295 (CAS No. 863288-34-0) and Ipamorelin
15.	See Annexure A, rows 15.1, 15.2 and 15.3	biov8.com.au/products/the-ultimate-repair-bundle?variant=42104597086457 biov8.com.au/products/the-ultimate-repair-bundle?variant=42104597119225	From at least 22 July 2024 to 30 May 2025	CJC-1295 (CAS No. 863288-34-0), BPC-157 and Thymosin Beta-4 (Thymosin β 4)
16.	See Annexure A, row 16	biov8.com.au/blogs/news/the-benefits-of-mk-677-unlocking-enhanced-muscle-growth	From at least 22 July 2024 to 13 June 2025	Ibutamoren
17.	See Annexure A, row 17.1, 17.2 and 17.3	biov8.com.au/products/beast?variant=35180215074972	From at least 4 September 2024 to 30 May 2025	CJC-1295 (CAS No. 863288-34-0) and Pralmorelin (Growth Hormone Releasing Peptide-2) (GHRP-2)),
18.	See Annexure A, row 18	biov8.com.au/products/kims-lawless-bundle	From at least 29 July 2024 to 4 September 2024	CJC-1295 (CAS No. 863288-34-0) and Ipamorelin
19.	See Annexure A, row 19	biov8.com.au/products/dosage-thymosin-b4-tb500-tb4	On at least 26 June 2024	Thymosin Beta-4 (Thymosin β 4) and BPC-157
20.	See Annexure A, rows 20.1 and 20.2	biov8.com.au/products/rapid-repair?pr_prod_strat=jac&pr_rec_id=b1d6dfd20&pr_rec_pid=5357452918940&pr_ref_pid=5285598986396&pr_seq=uniform&variant=35248968302748 biov8.com.au/products/rapid-repair?variant=35248968269980	From at least 9 August 2024 to 30 May 2025	Thymosin Beta-4 (Thymosin β 4) and BPC-157

No.	The representation(s)	Location	Date(s) of the representation(s)	Substances, or goods containing substances, referred to in the representations and included in Schedule 4 but not in Appendix H of the current Poisons Standard
		biov8.com.au/products/rapid-repair?variant=45998963425529 biov8.com.au/products/rapid-repair?variant=35248968269980		
21.	See Annexure A, row 21	biov8.com.au/pages/dosage-guide biov8.com.au/pages/dosage-guide?pos=1&_sid=ab711a26a&_ss=r	From at least 8 July 2024 to 26 August 2024	CJC-1295 (CAS No. 863288-34-0), Pralmorelin (Growth Hormone Releasing Peptide-2) (GHRP-2)), Growth Hormone Releasing Peptide-6 (GHRP 6), Ipamorelin, BPC-157, SARMS S22 (Ostarine), AOD9604, HCG
22.	See Annexure A, row 22	cdn.shopify.com/s/files/1/0403/0077/3532/files/BIOV8_Brochure_V3.pdf?v=1678593885	From at least 6 June 2024 to 14 July 2025	SARMS, Dihexa, Selank, BPC-157, CJC 1295, GHRP 2, GHRP 6, Ipamorelin, MK-677, TB4-FRAG, TB4-FRAG Max, Thymosin Beta 4
23.	See Annexure A, row 25	biov8.com.au/products/f-ck-2020-bundle-women?pr_prod_strat=e5_desc&pr_rec_id=e2c8aad44&pr_rec_pid=6098477580444&pr_ref_pid=6719911985308&pr_seq=uniform biov8.com.au/products/f-ck-2020-bundle-women biov8.com.com.au/products/f-ck-2020-bundle-women?variant=37409863139484 biov8.com.com.au/products/f-ck-2020-bundle-women?_pos=2&sid=2c3b704ab&_ss=r&variant=37409863139484	From at least 9 August 2024 to 16 May 2025	AOD-9604 (CAS No. 221231-10-3), Ipamorelin and CJC-1295 (CAS No. 863288-34-0)
24.	See Annexure A, rows 26.1 and 26.2	biov8.com.com.au/products-anti-ageing-bundle	From at least 14 January 2025 to 2 May 2025	Ipamorelin and CJC-1295 (CAS No. 863288-34-0)
25.	See Annexure A, row 27	biov8.com.au/products/ipamorelin?variant=34617943228572	From at least 14 January 2025 to 16 May 2025	Ipamorelin and CJC-1295 (CAS No. 863288-34-0)
26.	See Annexure A, row 28.1 and 28.2	biov8.com.au/products/glutathione-200mg-ml?variant=44067845701881 biov8.com.au/products/glutathione-200mg-ml?variant~44067845701881=&variant=44067845701881	From at least 14 January 2025 to 16 May 2025	Glutathione for parenteral use
27.	See Annexure A, row 29	biov8.com.au/products/resilience-bundle	From at least 21 March 2025 to 16 May 2025	Thymosin Beta 4 (Thymosin β4) and BPC-157
BioV8 Facebook Page				
28.	See Annexure A, row 31	facebook.com/photo?fbid=849964522969772&set=pcb.849964549636436 facebook.com/biov8clinic/posts/pfbid0Ja15N6T1fxEUamjVAnY8DGFRTXQcDZdzz9ufT5f2czGRdmWuqHW7QjQzY37r4M4tl	From at least 29 July 2024 to 2 May 2025	Refers to “Cross Fit Bundle”, the good at rows 13.1 and 13.2 of Annexure A, which contains CJC-1295 (CAS No. 863288-34-0) and Ipamorelin
29.	See Annexure A, row 32	www.facebook.com/biov8clinic/posts/pfbid02q3LMu7xRBQnGtJuTSQJD4msc8LvblktHFHizc9bN84sMsEnxy7mFpDWS5xkTBpDI facebook.com/biov8clinic/posts/pfbid0m4VEk8cFhL7cw1ep6mrmnoHmrNbqx6KsdZxB7fkg6fe1A17H28999dgJtdjRygTVI	From at least 7 May 2024 to 2 May 2025	Refers to “Rapid Repair Bundle”, the good at rows 19, 20.1 and 20.2 of Annexure A, which contains Thymosin Beta 4 (Thymosin β4) and BPC-157
30.	See Annexure A, row 37	facebook.com/biov8clinic/posts/pfbid02zBhicph924RoS7X9QedtF6ey9GdppYTVp9oRTigmkfPNkVhJLEbR5uJLqFE2wR4yl	From at least 4 April 2025 to 16 May 2025	Refers to “Resilience Bundle”, the good at row 29 of Annexure A, which contains Thymosin Beta 4 (Thymosin β4) and BPC-157
BioV8 Instagram Page				
31.	See Annexure A, row 39	instagram.com/biov8clinic/p/DHVYQaRsqu1/?img_index=2	From at least 21 March 2025 to 14 April 2025	Refers to “Resilience Bundle”, the good at row 29 of Annexure A, which contains Thymosin Beta 4 (Thymosin β4) and BPC-157

ANNEXURE E: REFERENCES TO GOODS NOT ENTERED ON REGISTER AND PRESCRIBED BY REGULATIONS - s 42DLB(1) where s 42DLB(9) applies

No.	The representation(s)	Location	Date(s) of the representation(s)	References to goods not entered in the Register and prescribed by the Regulations
BioV8 Website				
1.	See Annexure A, row 1	biov8.com.au/products/bpc-157?variant=34617935069340	From at least 26 June 2024 to 16 May 2025	- BPC-157 vial - BPC-157 capsule
2.	See Annexure A, row 2	biov8.com.au/products/cjc-1295-ipamorelin?variant=34617938346140 biov8.com.au/products/cjc-1295-ipamorelin-copy?variant=46175824773369	From at 8 July 2024 to 30 May 2025	- CJC 1295/Ipamorelin cream - CJC 1295/Ipamorelin cream forte - CJC 1295/Ipamorelin vial
3.	See Annexure A, row 3	biov8.com.au/products/cjc-1295?variant=37692127608988	From at least 26 June 2024 to 30 May 2025	- CJC-1295 vial - CJC-1295 cream
4.	See Annexure A, rows 4.1 and 4.2	biov8.com.au/products/cjc-1295-ghrp2?variant=37692103688348	From at least 26 July 2024 to 30 May 2025	- CJC-1295/GHRP2 vial - CJC-1295/GHRP2 cream forte
5.	See Annexure A, rows 5.1 and 5.2	biov8.com.au/products/cjc-1295-ghrp-6?variant=34617938051228 biov8.com.au/products/cjc-1295-ghrp-6?variant=34617938083996 biov8.com.au/products/cjc-1295-ghrp-6?variant=45491688636665	From at least 22 July 2024 to 30 May 2025	- CJC-1295 + GHRP-6 cream forte - CJC-1295 + GHRP-6 vial - CJC-1295 + GHRP-6 cream
6.	See Annexure A, rows 6.1 and 6.2	biov8.com.au/products/tb500?variant=34617946177692	From at least 22 July 2024 to 30 May 2025	- Thymosin B4 -TB500/TB4 vial - Thymosin B4 -TB500/TB4 oral, from 16 November 2024 - 30 May 2025
7.	See Annexure A, row 7	biov8.com.au/products/hcg-weightloss?variant=37408587448476	From at least 26 June 2024 to 14 January 2025	HCG Vial
8.	See Annexure A, rows 8.1 and 8.2	biov8.com.au/products/mk-677-ibutamoren biov8.com.au/products/mk-677-ibutamoren?variant=34923839160476	From at least 26 June 2024 to 30 May 2025	MK-677 capsules
9.	See Annexure A, row 9	biov8.com.au/products/tb4-frag-max biov8.com.au/products/tb4-frag-max?variant=44144220209401	From at least 26 June 2024 to 29 July 2024	TB4 – Frag Max capsules
10.	See Annexure A, row 10.1 and 10.2	biov8.com.au/products/hcg-muscle?variant=34617942114460	From at least 29 July 2024 to 30 May 2025	- HCG Muscle Gain vial - HCG Muscle Gain nasal spray
11.	See Annexure A, row 11	biov8.com.au/products/ghrp6?variant=34617940738204	From at least 29 July 2024 to 16 October 2024	- GHRP-6 vial - GHRP-6 Transdermal Cream
12.	See Annexure A, rows 12.1 and 12.2	biov8.com.au/products/mid-life-re-boot-bundle biov8.com.au/products/mid-life-re-boot-bundle?pr_prod_strat=e5_desc&pr_rec_id=b50aa0288&pr_rec_pid=6719911985308&pr_ref_pid=7454086791417&pr_seq=uniform	From at least 26 June 2024 to 30 May 2025	Reboot Bundle
13.	See Annexure A, rows 13.1 and 13.2	biov8.com.au/products/crossfit?variant=35248804003996	From at least 26 June 2024 to 30 May 2025	- Crossfit Bundle Starter - Crossfit Bundle Expert
14.	See Annexure A, row 14	biov8.com.au/products/femme-inspire?variant=35152175235228	From at least 6 June 2024 to 15 November 2024	- Femme Inspire Peptide Bundle Standard - Femme Inspire Peptide Bundle Forte
15.	See Annexure A, rows 15.1, 15.2 and 15.3	biov8.com.au/products/the-ultimate-repair-bundle?variant=42104597086457 biov8.com.au/products/the-ultimate-repair-bundle?variant=42104597119225	From at least 22 July 2024 to 30 May 2025	- The Ultimate Healing and Repair Bundle Standard - The Ultimate Healing and Repair Bundle XL
16.	See Annexure A, row 16	biov8.com.au/blogs/news/the-benefits-of-mk-677-unlocking-enhanced-muscle-growth	From at least 1 July 2024 to 15 November 2024	MK-677
17.	See Annexure A, rows 17.1, 17.2 and 17.3	biov8.com.au/products/beast?variant=35180215074972	From at least 4 September 2024 to 30 May 2025	- Muscle Health Bundle Starter - Muscle Health Bundle Expert - XL Muscle Health Bundle Expert (4 September 2024 and 14 January 2025 screenshots only) - Muscle Health Bundle Creams
18.	See Annexure A, row 18	biov8.com.au/products/kims-lawless-bundle	From at least 29 July 2024 to 4 September 2024	Kim's Lawless Bundle
19.	See Annexure A, row 19	biov8.com.au/products/dosage-thymosin-b4-tb500-tb4	On at least 26 June 2024	Thymosin B4 - TB500/TB4 Vial
20.	See Annexure A, rows 20.1 and 20.2	biov8.com.au/products/rapid-repair?pr_prod_strat=jac&pr_rec_id=b1d6dfd20&pr_rec_pid=5357452918940&pr_ref_pid=5285598986396&pr_seq=uniform&variant=35248968302748	From at least 9 August 2024 to 30 May 2025	- Rapid Repair Peptide Bundle - Rapid Repair Peptide Bundle XL

No.	The representation(s)	Location	Date(s) of the representation(s)	References to goods not entered in the Register and prescribed by the Regulations
		biov8.com.au/products/rapid-repair?variant=35248968269980 biov8.com.au/products/rapid-repair?variant=45998963425529		
21.	See Annexure A, row 21	biov8.com.au/pages/dosage-guide biov8.com.au/pages/dosage-guide?pos=1&_sid=ab711a26a&_ss=r	From at least 8 July 2024 to 26 August 2024	• BPC-157 Injection • CJC 1295 Cream • CJC 1295 Injection • CJC-1295/Ipamorelin Cream • CJC-1295/Ipamorelin Injection • CJC-1295 / GHRP6 Cream • CJC-1295 / GHRP6 Injection • CJC-1295 / GHRP2 Cream • CJC-1295 / CHRP2 Injection • S22 (Ostarine) Cream • S22 (Ostarine) Cream Forte • S22 (Ostarine) Injection • Thymosin Beta 4 (TB-500) Injection • AOD9604 Cream • AOD9604 Injection • HCG Injection (weight loss) • HCG Injection (testosterone)
22.	See Annexure A, row 22	cdn.shopify.com/s/files/1/0403/0077/3532/files/BIOV8_Brochure_V3.pdf?v=1678593885	From at least 6 June 2024 to 14 July 2025	• SARMS • Dihexa • Selank • BPC-157 • CJC 1295 • GHRP 2 • GHRP 6 • Ipamorelin • MK-677 • TB4-FRAG • TB4-FRAG Max • Thymosin Beta 4
23.	See Annexure A, row 25	biov8.com.au/products/f-ck-2020-bundle-women?pr_prod_strat=e5_desc&pr_rec_id=e2c8aad44&pr_rec_pid=6098477580444&pr_ref_pid=6719911985308&pr_seq=uniform biov8.com.au/products/f-ck-2020-bundle-women biov8.com.com.au/products/f-ck-2020-bundle-women?variant=37409863139484 biov8.com.com.au/products/f-ck-2020-bundle-women?_pos=2&sid=2c3b704ab&_ss=r&variant=37409863139484	From at least 8 August 2024 to 16 May 2025	Ultimate Bundle Women
24.	See Annexure A, rows 26.1 and 26.2	biov8.com.com.au/products/anti-ageing-bundle	On at least 2 May 2025	Anti Ageing bundle (Longevity Bundle in 2 May 2025 screenshot)
25.	See Annexure A, row 27	biov8.com.au/products/ipamorelin?variant=34617943228572	From at least 14 January 2025 to 16 May 2025	Ipamorelin vial
26.	See Annexure A, rows 28.1 and 28.2	biov8.com.au/products/glutathione-200mg-ml?variant=44067845701881 biov8.com.au/products/glutathione-200mg-ml?variant~44067845701881=&variant=44067845701881	From at least 14 January 2025 to 16 May 2025	Glutathione 200mg/ml
27.	See Annexure A, row 29	biov8.com.au/products/resilience-bundle	From at least 21 March 2025 to 16 May 2025	Resilience Bundle
BioV8 Facebook Page				
28.	See Annexure A, row 31	facebook.com/photo?fbid=849964522969772&set=pcb.849964549636436 facebook.com/biov8clinic/posts/pfbid0Ja15N6T1fxEUamjVAnY8DGFRTXQcDZdzz9ufT5f2czGRdmWuqHW7QjQzY37r4M4tl	From at least 29 July 2024 to 2 May 2025	Cross Fit Bundle

No.	The representation(s)	Location	Date(s) of the representation(s)	References to goods not entered in the Register and prescribed by the Regulations
29.	See Annexure A, row 32	www.facebook.com/biov8clinic/posts/pfbid02q3LMu7xRBQnGtJuTSQJD4msc8LvblktHFHizc9bN84sMsEnx7mFpDWS5xkTBpDI facebook.com/biov8clinic/posts/pfbid0m4VEk8cFhL7cw1ep6mrmnoHmrNbqx6KsdZxB7fkg6fe1A17H28999dgJtdjRygTVI	From at least 7 May 2024 to 2 May 2025	Rapid Repair Bundle
30.	See Annexure A, row 37	facebook.com/biov8clinic/posts/pfbid02zBhicph924RoS7X9QedtF6ey9GdppYTVp9oRTigmkfPNkVhJLEbR5uJLqFE2wR4yI	From at least 4 April 2025 to 16 May 2025	Resilience Bundle
BioV8 Instagram Page				
31.	See Annexure A, row 39	instagram.com/biov8clinic/p/DHVYQaRsqu1/?img_index=2	From at least 21 March 2025 to 14 April 2025	Resilience Bundle

ANNEXURE F: REPRESENTATIONS IN BREACH OF ADVERTISING CODE - s 42DMA(1)

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the representation(s)	Breach(es) of Advertising Code ⁶²	Advertisement reference
BioV8 Website					
1.	“BPC-157 (“Body Protecting Compound”) is widely known as the super healing peptide, being safe to use and stimulating rapid injury repair in humans, including optimal gut health. Key benefits include: - Promotes muscle and tendon healing - Decreases inflammatory response - Repairs intestines, bone, teeth, brain tissue, and the cornea - Produces more type 1 collagen”	biov8.com.au/products/bpc-157?variant=34617935069340	From at least 26 June 2024 to 16 May 2025	Section 8(1)(a): The advertisement refers to multiple benefits of the goods in sensationalised language but provides no or limited information regarding possible side effects and risks. The advertisement as a whole is not accurate or balanced or is misleading or likely to mislead in contravention of s 8(1)(a). Section 9(1)(a): The statement “BPC-157... being safe to use” represents that the goods are safe or without harm or side effects in contravention of s 9(1)(a). Section 9(1)(b) and (c): The statement that “BPC-157... is widely known as the super healing peptide” represents that the goods are effective in all cases, or a guaranteed cure, or are infallible, unailing, magical or miraculous in contravention of s 9(1)(b) and (c). Section 9(3)(d): The statement that “BPC-157... is widely known as the super healing peptide” exaggerates, or is likely to exaggerate, the efficacy or performance of the goods in contravention of s 9(3)(d).	See Annexure A, row 1
2.	“CJC-1295/Ipamorelin is our incredibly popular combination of two peptides designed to stimulate the release of your own body’s growth hormone which is probably just what you need to improve your overall quality of life.” “CJC-1295/Ipa works in a simple yet effective way.” “CJC-1295/Ipa is an improvement upon previous growth hormones.” “CJC-1295/Ipa has been thoroughly research-tested to prove its safety and effectiveness. Various experiments have been conducted to test the pharmacokinetics (effect the body has on the drugs) of CJC-1295/Ipamorelin in vivo...” “No serious adverse reactions were reported in any group. This growth hormone has been shown to be a safe and proven solution for many patients.”	biov8.com.au/products/cjc-1295-ipamorelin?variant=34617938346140 ⁶³ biov8.com.au/products/cjc-1295-ipamorelin-copy?variant=46175824773369 ⁶⁴	From at least 8 July 2024 to 30 May 2025	Section 9(1)(a): The statements that “[n]o serious adverse reactions were reported in any group”, “[t]his growth hormone has been shown to be safe and proven solution for many patients”, and “has been thoroughly research-tested to prove its safety and effectiveness”, represent that the goods are safe or without harm or side effects, in contravention of s 9(1)(a). Section 9(1)(b): The statements that “CJC-1295/Ipa works in a simple yet effective way” and “has been thoroughly research-tested to prove its safety and effectiveness” represent that the goods are effective in all cases, or are a guaranteed cure, in contravention of s 9(1)(b).	See Annexure A, row 2
3.	“CJC-1295 is one of the most promising anti-aging peptides available today.” “CJC-1295 is an incredibly effective growth hormone secretagogue. This means that it stimulates the release of your own body’s growth hormone which, if you are looking to buy CJC-1295 online, is probably just what you need to improve your overall quality of life.” “CJC-1295/Ipa has been thoroughly research-tested to prove its safety and effectiveness. Various experiments have been conducted to test the pharmacokinetics (the effect the body has on the drugs) of CJC-1295/Ipamorelin in vivo...” “No serious adverse reactions were reported in any group. This growth hormone has been shown to be a safe and proven solution for many patients”.	biov8.com.au/products/cjc-1295?variant=37692127608988	From at least 26 June 2024 to 30 May 2025	Section 8(1)(a): The advertisement refers to multiple benefits of the goods in sensationalised language but provides no or limited information regarding possible side effects and risks. The advertisement as a whole is not accurate or balanced or is misleading or likely to mislead in contravention of s 8(1)(a). Section 9(1)(a): The statements that “CJC-1295/Ipa has been thoroughly research-tested to prove its safety and effectiveness. Various experiments have been conducted to test the pharmacokinetics (the effect the body has on the drugs) of CJC-1295/Ipamorelin in vivo...” and “No serious adverse reactions were reported in any group. This growth hormone has been shown to be a safe and proven solution for many patients”, represent that the goods are safe or without harm or side effects, in contravention of s 9(1)(a). Section 9(1)(b) and (c): The statements that “CJC-1295 is one of the most promising anti-aging peptides available today” and “CJC-1295 is an incredibly effective growth hormone secretagogue. This means that it stimulates the release of your own body’s growth hormone which is probably just what you need to improve your overall quality of life” represent that the goods are effective in all cases, or are infallible, unailing, magical or miraculous in contravention of s 9(1)(b) and (c).	See Annexure A, row 3
4.1	“CJC-1295/ GHRP2” “GHRP-2 is a synthetically made growth hormone secretagogue, a peptide that stimulates the body to increase natural production of growth hormone.”	biov8.com.au/products/cjc-1295-ghrp2?variant=	From at least 26 July 2024 to 14 January 2025	Section 8(1)(a): The advertisement refers to multiple benefits of the goods in sensationalised language but provides no or limited information regarding possible side effects and risks. The advertisement as a whole is not accurate or balanced or is misleading or likely to mislead in contravention of s 8(1)(a).	See Annexure A, row 4.1

⁶² References to legislative sections in this column pertain to the Therapeutic Goods Advertising Code, being Schedule 1 to the *Therapeutic Goods (Therapeutic Goods Advertising Code) Instrument 2021* (Cth).

⁶³ This is the URL for the advertisement from at least 8 July 2024 to at least 14 April 2025.

⁶⁴ This is the URL for the advertisement from at least 2 May 2025 to at least 30 May 2025. The representations are identical to the other advertisements.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the representation(s)	Breach(es) of Advertising Code ⁶²	Advertisement reference
	“... it is possible to achieve substantial increases in growth hormone levels with GHRP-2, as it is one of the most powerful growth hormone secretagogue peptides.” “Potential Benefits: The benefits of GHRP-2 include increase muscle mass, decreased fat, and enhances flexibility and joint health. It also promoted better recovery from injuries and training sessions, deeper more restful sleep, anti-aging benefits, and improved overall health and wellness.” “Athletic performance, physical capacity, and aging-related decline all have the ability to improve dramatically with the use of this peptide.” “GHRP-2 is widely regarded as one of the most effective growth hormone releasing peptides for both athletic performance and anti-aging effects. It promotes substantial increases in the body’s output of growth hormone while minimizing the powerful hunger side effects associated with GHRP-6. This may often lead to significant improvement in lean body compositions. In addition, its method of actions prevents many of the negative side effects of synthetic hGH administrations, including shutdown of natural growth hormone production.” “GHRP 2 works through stimulating the pituitary gland’s natural ability to produce endogenous human growth hormone (HGH). It enhances HGH production in two ways – first, it amplifies the transduction pathway of natural growth hormone releasing signal which lead to an increase in growth hormone levels. Second, it inhibits the activities of somatostatin thus bringing about an increase in endogenous growth hormone levels.” “Side effects: The side effects of GHRP-2 are typically mild...” “Excess dosages of GHRP-2 may lead to water retention as well as tingling or numbness in the hands and feet. This can be a sign that the dosage is too high and should be reduced. GHRP-2 may have a slight stimulatory effect on adrenocorticotrophic hormone (ACTH), cortisol, and prolactin when used at higher dosages. Though not an issue for the vast majority of users, this may cause interactions with certain medications or unwanted effects in individuals with certain health conditions.”	376921036883 48		Section 9(1)(b): The statement that “GHRP-2 is widely regarded as one of the most effective growth hormone releasing peptides for both athletic performance and anti-aging effects” represents that the goods are effective in all cases or a guaranteed cure in contravention of s 9(1)(b). Section 9(3)(d): The statement that “Athletic performance, physical capacity, and aging-related decline all have the ability to improve dramatically with the use of this peptide” exaggerates, or is likely to exaggerate, the efficacy or performance of the goods in contravention of s 9(3)(d).	
4.2	“GHRP-2 is a synthetic growth hormone secretagogue peptide that stimulates the natural production of growth hormone (GH) in the body”. “Potential Benefits GHRP-2 enhances muscle mass, reduces body fat, improves flexibility and joint health, and accelerates recovery. It promotes better sleep, anti-aging effects, and overall wellness. Increased GH levels also boost the production of insulin-like Growth Factor 1 (IGF-1), improving muscle growth and fat loss. It significantly enhances strength, endurance, and athletic performance over time.” “GHRP-2 works by stimulating the pituitary gland to produce growth hormone. It enhances growth hormone production by amplifying the release signal and inhibiting somatostatin, which normally inhibits GH production”. Content and Potency: 1 x 5mL at 2000mcg/ml ready-to-inject subcutaneously. Suggested dosage: 0.10ml daily, 5 days out of 7, between 6-8pm (8 weeks supply). Transdermal Option: 400mcg/mL x 50mL – Apply 1mL daily, 5 days out of 7 (10 weeks supply).” “Side Effects - GHRP-2 typically has mild side effects, including slight appetite increase, fatigue, or drowsiness. Higher doses can cause water retention, tingling, or numbness in the hands and feet. Excessive dosages can stimulate ACTH, cortisol, and prolactin production”.	biov8.com.au/ products/cjc- 1295- ghrp2?variant= 376921036883 48	From at least 21 February 2025 to 30 May 2025	Section 9(1)(b): The statement that “GHRP-2 enhances muscle mass, reduces body fat, improves flexibility and joint health, and accelerates recovery. It promotes better sleep, anti-aging effects, and overall wellness” represents that the goods are effective in all cases or a guaranteed cure in contravention of s 9(1)(b). Section 9(3)(d): The statement that “GHRP-2 enhances muscle mass, reduces body fat, improves flexibility and joint health, and accelerates recovery. It promotes better sleep, anti-aging effects, and overall wellness” exaggerates, or is likely to exaggerate, the efficacy or performance of the goods in contravention of s 9(3)(d).	See Annexure A, row 4.2
5.1	“CJC-1295 + GHRP6 is our increasingly popular combination of two peptides designed to stimulate the release of your own body’s growth hormone and is our most powerful combination for building muscle definition, strength, and decreasing body weight. - o Increase weight loss - o Increase lean muscle mass - o Increase collagen production	biov8.com.au/ products/cjc- 1295-ghrp- 6?variant=346 17938051228 ⁶⁵	From at least 22 July 2024 to 14 January 2025	Section 8(1)(a): The advertisement refers to multiple benefits of the goods in sensationalised language but provides no or limited information regarding possible side effects and risks. The advertisement as a whole is not accurate or balanced and is misleading or likely to mislead in contravention of s 8(1)(a). Section 9(1)(b): The representations regarding the therapeutic benefits of this good, including that it is BioV8’s “most powerful combination for building muscle definition,	See Annexure A, row 5.1

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the representation(s)	Breach(es) of Advertising Code ⁶²	Advertisement reference
	- o Increase restorative sleep - o Increase cellular repair” • “According to leading minds in cutting edge science and medicine, one of the most popular and reportedly efficacious peptide stacks for improving overall body appearance, losing weight, and gaining muscle in a way that does not harm the pituitary gland or shut down your own natural production of Growth Hormone is a combination of CJC-1295 (the GHRH), and GHRP-6 (the GHRP).” • “GHRP-6 works by stimulating your own body to release and produce more human growth hormone. As we age the body’s growth hormone level begins a decline making this and all our peptide ranges responsible for the anti-ageing process. Unlike synthetic (HGH) agents, GHRP-6 does not shut down your own body’s production of this hormone it just enhances it. • “This combination has proven to increase your own growth hormone production by 2-10 times the amount. Leading to the potential to improve our well being, improve our health and other anti ageing processes. By increasing GH and IGF-1 we can feel better, and lead potentially healthier lives.”	biov8.com.au/products/cjc-1295-ghrp-6?variant=34617938083996⁶⁶ biov8.com.au/products/cjc-1295-ghrp-6?variant=45491688636665⁶⁷		strength and decreasing body weight”, are emphatic and represent that the goods are effective in all cases in contravention of s 9(1)(b).	
5.2	• “CJC-1295 + GHRP-6 is a powerful combination of two peptides that work together to stimulate the release of your body’s growth hormone. It is ideal for enhancing muscle definition, improving strength, and promoting fat loss. This combination offers the most potent results for bodybuilders and individuals looking to improve their physique.” • “Key Benefits - o Increased weight loss - o Enhanced lean muscle mass - o Boosted collagen production - o Improved restorative sleep - o Accelerated cellular repair” • “CJC-1295 is a Growth Hormone Releasing Hormone (GHRH) that stimulates the pituitary gland to produce more growth hormone (GH) GHRP-6 is a Growth Hormone Releasing Peptide (GHRP) that boosts the release of GH. Together, they work synergistically to increase growth hormone production by 2-10 times”. • “Research shows that CJC-1295 significantly increases GH and IGF-1 levels in healthy adults, supporting its potential for muscle growth and anti-aging effects”.	biov8.com.au/products/cjc-1295-ghrp-6?variant=34617938051228	From at least 21 February 2025 to 30 May 2025	Section 8(1)(a): The advertisement refers to multiple benefits of the goods in sensationalised language but provides limited information regarding possible side effects and risks. The advertisement as a whole is not accurate or balanced and is misleading or likely to mislead in contravention of s 8(1)(a). Section 9(1)(b): The representations regarding the therapeutic benefits of this good, including that “CJC-1295 + GHRP-6 is a powerful combination of two peptides that work together to stimulate the release of your body’s growth hormone. It is ideal for enhancing muscle definition, improving strength, and promoting fat loss. This combination offers the most potent results for bodybuilders and individuals looking to improve their physique” are emphatic and represent that the goods are effective in all cases in contravention of s 9(1)(b).	See Annexure A, row 5.2
6.1	• “It is a peptide, specifically designed to help speed up the repair and recovery process, where an injury has been sustained. - o Promotes blood vessel regeneration - o Stimulates faster wound healing and minimises scarring. - o lessens joint inflammation - o Promotes organ regeneration - o Improves levels of stamina & greater endurance.” • “Thymosin Beta 4’s role in the process of immune regulation has to lead many medical professionals to believe it has significant and valuable therapies. Thymosin Beta 4 has been used to treat HIV, AIDS, Influenza and Colds as well as various infections and inflammatory conditions. Thymosin Beta 4 and its range of therapeutic use are even being linked to the healing of the heart after a patient sustains a heart attack.” • “Thymosin Beta 4 is a very well tolerated peptide product. There have been no reports linking the use of Thymosin Beta 4 with serious side effects.”	biov8.com.au/products/tb500?variant=34617946177692	From at least 22 July 2024 to 14 January 2025	Section 8(1)(a): The advertisement refers to multiple benefits of the goods in sensationalised language but does not inform the consumer of any risks associated with the goods. The advertisement as a whole is not accurate or balanced and is misleading or likely to mislead in contravention of s 8(1)(a). Section 9(1)(a): The statement that “Thymosin Beta 4 is a very well tolerated peptide product. There have been no reports linking the use of Thymosin Beta 4 with serious side effects” represents that the good is safe or without harm or side effects in contravention of s 9(1)(a).	See Annexure A, row 6
6.2	• “It is a peptide, specifically designed to help speed up the repair and recovery process in the event of an injury. - o Promotes blood vessel regeneration - o Stimulates faster wound healing and minimizes scarring - o Reduces joint inflammation - o Promotes organ regeneration - o Improves levels of stamina and greater endurance.”	biov8.com.au/products/tb500?variant=34617946177692	From at least 4 April 2025 to 30 May 2025	Section 8(1)(a): The advertisement refers to multiple benefits of the goods in sensationalised language but does not inform the consumer of any risks associated with the goods. The advertisement as a whole is not accurate or balanced and is misleading or likely to mislead in contravention of s 8(1)(a). Section 9(1)(a): The statement that “Thymosin Beta 4 is very well-tolerated, and there have been no serious side effects reported” represents that the good is safe or without harm or side effects in contravention of s 9(1)(a).	See Annexure A, row 6.2

⁶⁶ This is the URL for the advertisement on 18 September 2024. The representations are identical.

⁶⁷ This is the URL for the advertisement on 16 October 2024. The representations are identical.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the representation(s)	Breach(es) of Advertising Code ⁶²	Advertisement reference
	“Thymosin Beta 4 is also being studied for its potential therapeutic benefits in treating conditions like HIV, AIDS, Influenza, Colds, and various infections. Its ability to aid heart recovery after a heart attack has also been explored.” “Thymosin Beta 4 is very well-tolerated, and there have been no serious side effects reported.”				
7.	- HCG (or Human Chorionic Gonadotrophic) is an incredibly effective treatment for weight loss when combined with a very low calorie diet (or VLCD)." “Technical Overview and History: Discovered and refined by British endocrinologist, Dr A. T. W. Simeons, over his 40-year studies, it has become clear that HCG is an incredibly effective treatment for weight loss when combined with a very low calorie diet (or VLCD)”	biov8.com.au/products/hcg-weightloss?variant=37408587448476	From at least 26 June 2024 to 14 January 2025	Section 9(3)(d): The representation that the good is “an incredibly effective treatment for weight loss when combined with a very low calorie diet” exaggerates, or is likely to exaggerate, the efficacy or performance of the good, in contravention of s 9(3)(d).	See Annexure A, row 7
8.1	"MK-677 (Ibutamoren) is a very powerful compound used to grow muscle, recover from injury faster and burn fat. Because MK-677 does not work on the same hormonal pathways as all SARMS, it can be stacked alongside these compounds without causing detrimental side effects and is proven to boost growth hormone levels. This cannot be taken for as long as other cycles as it can come with unwanted side effects. It is for this reason we only provide 50 capsules, to avoid pituitary burnout." “Benefits include: - Better sleep quality - Increased muscle mass - Increased bone density”	biov8.com.au/products/mk-677-ibutamoren⁶⁸ biov8.com.au/products/mk-677-ibutamoren?variant=34923839160476⁶⁹	From at least 26 June 2024 to 14 January 2025	Section 9(1)(b): The representations that the good is a “very powerful compound used to grow muscle, recover from injury faster and burn fat” and that “benefits include increased muscle mass [and] increased bone density” are emphatic and represent that the good is effective in all cases, in contravention of s 9(1)(b).	See Annexure A, row 8.1
8.2	“MK-677 (Ibutamoren) is a powerful compound that helps with muscle growth, faster recovery from injury, and fat burning. Unlike other SARMS, MK-677 works through different hormonal pathways and can be stacked alongside them without causing negative side effects. It is proven to boost growth hormone levels but should not be used for extended periods due to potential side effects. This is why we offer a 50-capsule bottle, to avoid pituitary burnout.” “Benefits of MK-677 include: - Improved sleep quality - Increased muscle mass - Enhanced bone density”	biov8.com.au/products/mk-677-ibutamoren?variant=34923839160476	From at least 21 February 2025 to 30 May 2025	Section 9(1)(b): The representations that the good is a “powerful compound that helps with muscle growth, faster recovery from injury, and fat burning” and that “benefits of MK-677 include... increased muscle mass [and] enhanced bone density” are emphatic and represent that the good is effective in all cases, in contravention of s 9(1)(b).	See Annexure A, row 8.2
9.	“Benefits - Improves tissue repair and healing - Increases host defense to infection - Reverses immunosuppression of chronic infection - Increases antioxidant and glutathione production - Acts as a TH1 and TH2 immune modulator - Boosts mitochondrial function - Regulates inflammation” “TB4-Frag Max contains twice the amount of TB4 Active Frag as the original, newly reformulated and combined with a synergistic blend of absorbable bioactive thymic peptides. Extensive research has shown this new form of TB4-Frag to have high affinity binding to the cellular receptor resulting in much higher potency.” “Recent studies have shown that the TB4 gene is the first gene to be upregulated after an injury.” “Studies have uncovered the important role of TB4 in the process of immune regulation, especially as it relates to TH1 and TH2 modulation (TH1 and TH2 shift is common among those with chronic infections, CFS/FM, autoimmune disease, IBS, SIBO, insulin resistance, diabetes, depression, bipolar, and neurodegenerative disease). TB4 also has been shown to possess anti-inflammatory properties and works to decrease cytokines. TB4 is very well tolerated and has not been found to cause any significant side effects. It can be taken on its own or in conjunction with an existing therapy. Contains premium low molecular weight thymus extract from ovine (sheep).”	biov8.com.au/products/tb4-frag-max⁷⁰ biov8.com.au/products/tb4-frag-max?variant=4144220209401⁷¹	From at least 26 June 2024 to 29 July 2024	Section 9(1)(a): The statement that “TB4 is very well tolerated and has not been found to cause any significant side effects” represents that the good is safe or without harm or side effects in contravention of s 9(1)(a). Section 9(1)(b): The list of therapeutic benefits proceeds immediately after the heading “Benefits”. The heading and the list of benefits are emphatic, which represents that the goods are effective in all cases in contravention of s 9(1)(b). Section 11(3): The advertisement refers to “extensive research”, “recent studies” and “studies” without identifying the researcher, financial sponsor of the research or a proper citation in contravention of s 11(3).	See Annexure A, row 9

⁶⁸ This is the URL for the advertisements from at least 26 June 2024 to at least 15 November 2024.

⁶⁹ This is the URL for the advertisement on 14 January 2025. The representations are identical to the other advertisements.

⁷⁰ This is the URL for the advertisements from at least 26 June 2024 to at least 8 July 2024.

⁷¹ This is the URL for the advertisements from at least 22 July 2024 to at least 29 July 2024. The representations are identical.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the representation(s)	Breach(es) of Advertising Code ⁶²	Advertisement reference
10.1	“Our HGC for Muscle Gain peptide is specifically designed for promoting muscle gain and testosterone levels. - o Effective weight loss - o Improves testosterone levels - o Improved energy levels - o Increased fertility” “HCG (or Human Chorionic Gonadotrophic) is an incredibly effective treatment for weight loss when combined with a very low calorie diet (or VLCD).”	biov8.com.au/products/hcg-muscle?variant=34617942114460	From at least 29 July 2024 to 15 November 2024	Section 8(1)(a): The advertisement refers to multiple benefits of the goods in sensationalised language but provides no or limited information regarding possible side effects and risks. The advertisement as a whole is not accurate or balanced and is misleading or likely to mislead in contravention of s 8(1)(a). Section 9(1)(b): There are four therapeutic benefits listed under the heading “What is HCG Muscle Gain?” which are emphatic and unqualified, which represents that the goods are effective in all cases in contravention of s 9(1)(b).	See Annexure A, row 10.1
10.2	“Our HGC for Muscle Gain peptide is specifically designed to promote muscle gain and improve testosterone levels. - o Improves testosterone levels - o Improved energy levels - o Increased fertility” “... HCG is an incredibly effective treatment for weight loss when combined with a very low-calorie diet (VLCD).”	biov8.com.au/products/hcg-muscle?variant=34617942114460	From at least 21 March 2025 to 30 May 2025	Section 8(1)(a): The advertisement refers to multiple benefits of the goods in sensationalised language but provides no or limited information regarding possible side effects and risks. The advertisement as a whole is not accurate or balanced and is misleading or likely to mislead in contravention of s 8(1)(a). Section 9(1)(b): There are three therapeutic benefits listed under the heading “What is HCG Muscle Gain?” which are emphatic and unqualified, which represents that the goods are effective in all cases in contravention of s 9(1)(b).	See Annexure A, row 10.2
11.	“Research studies have shown that GHRP-6 stimulation of Growth Hormone secretion has a host of beneficial effects associated with increased growth hormone levels such as decreased body fat, increased muscle, and increased strength and stamina.” “Increased amounts of Growth Hormone then can cause the liver to secrete the hormone IGF-1 which has also been implicated in improving the animal body’s ability to burn fat and build muscle. Clinical cases have shown that the use of GHRP-6 was associated with increased muscle mass and a reduction of body fat. For more information on the benefits of increasing growth hormone levels into the optimal physiological range click here on <u>Growth Hormone</u>. GHRP-6 has become a viable alternative to Growth Hormone supplementation for anti-aging benefits.”	biov8.com.au/products/ghrp6?variant=34617940738204	From at least 29 July 2024 to 16 October 2024	Section 8(1)(a): The advertisement refers to multiple benefits of the goods in sensationalised language but provides limited information regarding possible side effects and risks. The advertisement as a whole is not accurate or balanced or is misleading or likely to mislead in contravention of s 8(1)(a). Section 9(1)(b): The reference to “a host of beneficial effects” such as “decreased body fat”, “increased muscle” and “increased strength and stamina” are emphatic and unqualified, which represents that the goods are effective in all cases in contravention of s 9(1)(b).	See Annexure A, row 11
12.	“Remember: Age is just a number! Feeling run down? Not bounding back like you used to? The **Mid Life Reboot Bundle** is designed to help you get back on track, revitalize your energy, and restore your vitality. This carefully selected combination of products works to increase energy, improve recovery, boost immune function, accelerate healing of minor injuries, and enhance cognitive performance.”	biov8.com.au/products/mid-life-re-boot-bundle	From at least 21 February 2025 to 30 May 2025	Section 9(1)(b): The statements “works to increase energy, improve recovery, boost immune function, accelerate healing of minor injuries, and enhance cognitive performance” are emphatic and unqualified, which represents that the goods are effective in all cases in contravention of s 9(1)(b).	See Annexure A, row 12.2
13.1	“Our CrossFit bundle is all about smashing your PBs. This bundle is specifically designed for optimal performance across strength and endurance, while building lean muscle mass.”	biov8.com.au/products/crossfit?variant=35248804003996	From at least 26 June 2024 to 14 January 2025	Section 8(1)(a): The advertisement refers to multiple benefits of the goods in sensationalised language but provides no or limited information regarding possible side effects and risks. The advertisement as a whole is not accurate or balanced and is misleading or likely to mislead in contravention of s 8(1)(a).	See Annexure A, row 13.1
13.2	“Our CrossFit bundle is designed to help you smash your personal bests. Tailored for optimal performance in both strength and endurance, this bundle also aids in building lean muscle mass.”	biov8.com.au/products/crossfit?variant=35248804003996	From at least 21 February 2025 to 30 May 2025	Section 8(1)(a): The advertisement refers to multiple benefits of the goods in sensationalised language but provides no or limited information regarding possible side effects and risks. The advertisement as a whole is not accurate or balanced and is misleading or likely to mislead in contravention of s 8(1)(a). s	See Annexure A, row 13.2
14.	“When Ipamorelin and CJC-1295 are used in conjunction with one another, the effect on growth hormone secretion is 10 times (1000%) more effective than when either one of them is used alone.”	biov8.com.au/products/femm-e-inspire?variant=35152175235228	From at least 6 June 2024 to 15 November 2024	Section 9(1)(b): The statement that the two goods when used in conjunction have a “10 times (1000%)” effect on growth hormone secretion “more effective than when either one of them is used alone” represents by implication that the goods are effective in all cases in contravention of s 9(1)(b).	See Annexure A, row 14
15.1	“The Ultimate Repair bundle is designed to rapidly repair any of your existing injuries across joints, muscles and tendons. Additionally, this bundle is designed to heighten resilience and prevent any future setbacks. This is an upgraded version of our Rapid Repair bundle due to the success that these products have had together.”	biov8.com.au/products/the-ultimate-repair-bundle?variant=42104597086457 ⁷²	From at least 22 July 2024 to 15 November 2024	Sections 9(1)(b) and (c): The statements that (1) the goods are designed to “rapidly repair any of your existing injuries across joints, muscles and tendons” and “heighten resilience and prevent any future setbacks”, and (2) “This is an upgraded version of [the goods] due to the success that these products have had together”, separately and in combination, represent that the goods are effective in all cases, or a guaranteed cure, and/or are infallible, unfailing, magical or miraculous in contravention of ss 9(1)(b) and (c).	See Annexure A, row 15.1

⁷²

This is the URL for the advertisements from at least 22 July 2024 to at least 15 November 2024.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the representation(s)	Breach(es) of Advertising Code ⁶²	Advertisement reference
		biov8.com.au/products/the-ultimate-repair-bundle?variant=42104597119225 ⁷³			
15.2	“The Ultimate Repair bundle is designed to rapidly repair existing injuries across joints, muscles and tendons. Additionally, it helps heighten resilience and prevent future setbacks. This upgraded version of our Rapid Repair bundle is based on the success these products have had together.”	biov8.com.au/products/the-ultimate-repair-bundle?variant=42104597086457	From at least 4 April 2025 to 14 April 2025	Sections 9(1)(b) and (c): The statements that (1) the goods are designed to “rapidly repair existing injuries across joints, muscles and tendons” and that it “helps heighten resilience and prevent future setbacks”, and (2) that “This upgraded version of [the goods] is based on the success that these products have had together”, separately and in combination, represent that the goods are effective in all cases, or a guaranteed cure, and/or are infallible, unfailing, magical or miraculous in contravention of ss 9(1)(b) and (c).	See Annexure A, row 15.2
15.3	“The Ultimate Repair bundle is designed to rapidly repair existing injuries across joints, muscles and tendons. Additionally, it helps heighten resilience and prevent future setbacks. This upgraded version of our Rapid Repair bundle is based on the success these products have had together.”	biov8.com.au/products/the-ultimate-repair-bundle?variant=42104597086457	From at least 2 May 2025 to 30 May 2025	Sections 9(1)(b) and (c): The statements that (1) the goods are designed to “rapidly repair existing injuries across joints, muscles and tendons” and that it “helps heighten resilience and prevent future setbacks”, and (2) that “This upgraded version of [the goods] is based on the success that these products have had together”, separately and in combination, represent that the goods are effective in all cases, or a guaranteed cure, and/or are infallible, unfailing, magical or miraculous in contravention of ss 9(1)(b) and (c).	See Annexure A, row 15.3
16.1	“The Rapid Repair bundle is designed to rapidly repair any of your existing injuries across joints, muscles and tendons. Additionally, this bundle is designed to heighten resilience and prevent any future setbacks[, leaving you feeling like a wolverine].”⁷⁴ “Rapid Repair Bundle contains: 3-4 week cycle⁷⁵ - TB500/TB4 Vial 5ml Potency: 3000mcg/mg - BPC157 Vial 5ml Potency: 2000mcg/ml”	biov8.com.au/products/rapid-repair?pr_prod_strat=jac&pr_rec_id=b1d6dfd20&pr_rec_pid=5357452918940&pr_ref_pid=5285598986396&pr_seq=uniform&variant=35248968302748 ⁷⁶ biov8.com.au/products/rapid-repair?variant=35248968269980 ⁷⁷	From at least 9 August 2024 to 15 November 2024	Section 9(1)(b) and (c): The advertisement contains representations that the goods are “designed to rapidly repair any of your existing injuries across joints, muscles and tendons”, are “designed to heighten resilience and prevent any future setbacks”, and (in the 15 November 2024 screenshot) will “leav[e] you feeling like a wolverine”. The advertisement (both with and without the last of these representations) represents that the goods are effective in all cases or are a guaranteed cure in respect of joint, muscle and tendon injuries in contravention of s 9(1)(b), and that the goods are infallible, unfailing, magical or miraculous in contravention of s 9(1)(c).	See Annexure A, row 20.1
16.2	“The Rapid Repair bundle is designed for fast recovery from injuries to muscles, joints, and tendons, while also boosting resilience to prevent future issues. This bundle includes powerful peptides like BPC-157 and Thymosin B4 (TB500), known for their ability to promote healing, reduce inflammation, and accelerate tissue regeneration”. “Rapid Repair Bundle Vial (3-4 week cycle) Includes - TB500/TB4 Vial 5ml Potency: 3000mcg/mg⁷⁸ - BPC157 Vial 5ml Potency: 2000mcg/ml”	biov8.com.au/products/rapid-repair?variant=45998963425529 ⁷⁹ biov8.com.au/products/rapid-repair?variant=	From at least 21 March 2025 to 30 May 2025	Section 9(1)(b) and (c): The advertisement contains representations that the goods are “designed for fast recovery from injuries to muscles, joints, and tendons, while also boosting resilience to prevent future issues. This bundle includes powerful peptides like BPC-157 and Thymosin B4 (TB500), known for their ability to promote healing, reduce inflammation, and accelerate tissue regeneration”. The advertisement represents that the goods are effective in all cases or are a guaranteed cure in respect of joint, muscle and tendon injuries in contravention of s 9(1)(b), and that the goods are infallible, unfailing, magical or miraculous in contravention of s 9(1)(c).	See Annexure A, row 20.2

⁷³ This is the URL for the advertisement on 9 August 2024. The representations are identical.

⁷⁴ The portion of the statement in square brackets did not appear on 15 November 2024 but appears on other dates.

⁷⁵ “Rapid Repair Bundle contains: 3-4 week cycle” becomes “Rapid Repair Bundle Vial (3-4 Week Cycle) Rapid Repair Bundle Includes:” from at least 15 November 2024. The remaining representations are identical to those contained in the other advertisements.

⁷⁶ This is the URL for the advertisement on 9 August 2024.

⁷⁷ This is the URL for the advertisements from at least 13 August 2024 to at least 15 November 2024. The representations are identical (save for the change indicated by square brackets as at 15 November 2024).

⁷⁸ “TB500/TB4” becomes “Thymosin Beta-4” from at least 2 May 2025. The remaining representations are identical to the other advertisements.

⁷⁹ This is the URL for the advertisement on 21 March 2025.

No.	The advertisement (bolding and underlining in extracted text as depicted in advertisement)	Location	Date(s) of the representation(s)	Breach(es) of Advertising Code ⁶²	Advertisement reference
		35248968269980 ⁸⁰			
BioV8 Facebook Page					
17.	“5. BIOV8 Fat Loss Peptides We offer a range of bundles & peptides that target fat loss and are <u>100% scientifically backed!</u> Help us help YOU reach your goals!”	facebook.com/photo/?fbid=1224316338300068&set=pcb.1224316458300056	On at least 13 August 2024	Section 11(3): The goods referred to are “BIOV8 Fat Loss Peptides”. The statement that the goods are “100% scientifically backed” is a reference to scientific research. The Facebook post does not identify the researcher, the financial sponsor of the research or the proper citation to enable consumers to access that research in contravention of s 11(3).	See Annexure A, row 36
BioV8 Instagram Page					
18.	“#humanoptimisatoin ... #peptides ... #peptidebenefits” “5. BIOV8 Fat Loss Peptides We offer a range of bundles & peptides that target fat loss and are <u>100% scientifically backed!</u> Help us help YOU reach your goals.”	instagram.com/p/Csp8AuGtMrE/?img_index=6	From at least 15 July 2024 to 16 May 2025	Section 11(3): The goods referred to are “BIOV8 Fat Loss Peptides”. The statement that the goods are “100% scientifically backed” is a reference to scientific research. The Instagram post does not identify the researcher, the financial sponsor of the research or the proper citation to enable consumers to access that research in contravention of s 11(3).	See Annexure A, row 38
19.	“Our advanced solutions: Enhance Cellular Regeneration – Stimulate new cell growth for faster healing. Accelerate Collagen Synthesis – Strengthen joints and muscles for better stability. Reduce Inflammation – Minimise pain and swelling for optimal recovery. Promote Tissue Rejuvenation – Restore function and mobility, reducing chronic injury risk.” “Take your recovery to the next level”. “Our Rapid Repair Bundle is designed to accelerate your recovery, helping you return to the activities you love with greater speed and efficiency”.	instagram.com/biov8clinic/p/DHIV81Os3yv/?img_index=1	From at least 21 March 2025 to 4 April 2025	Section 9(3)(d): The goods referred to are the “Rapid Repair Bundle”. The representations that the goods “Enhance Cellular Regeneration – Stimulate new cell growth for faster healing”, “Accelerate Collagen Synthesis – Strengthen joints and muscles for better stability”, “Reduce Inflammation – Minimise pain and swelling for optimal recovery”, “Promote Tissue Rejuvenation – Restore function and mobility, reducing chronic injury risk” and are “designed to accelerate your recovery, helping you return to the activities you love with greater speed and efficiency”, exaggerates, or is likely to exaggerate, the efficacy or performance of the good, in contravention of s 9(3)(d).	See Annexure A, row 40
BioV8 Youtube Page					
20.	“Basically, this is a peptide. This product is amazing... I do put it on my forearms at nighttime – rub it on two hours after I’ve eaten, just before I go to bed, and the magic begins. So basically, while I’m sleeping, it’s all starting to happen. The skin rejuvenation, the sleeping is amazing... This is where the magic begins. So the elasticity in the skin, the collagen in the skin, I’ve noticed now the last now week and a half, my skin has started to glow more, the plumpness of my skin, my pigmentation is disappearing... And I’ve really found this cream has helped internally, which is coming out into my appearance. So I can’t highly recommend this product more. Basically it’s a peptide, it’s a natural peptide that actually works and activates those cells in your body to rejuvenate your skin while you’re in that sleeping mode of that deep sleep. My energy levels have gone next level...” “So with all this I do get a discount, yes I do, amazing. I get 10% off. So if you actually go on and purchase this bundle and use my code ‘Lawless’, you’ll get 10% off these amazing products. Guys aging could not be any smarter than this, seriously, it’s incredible.”	https://www.youtube.com/watch?v=BTvnSht1d2g	From at least 29 July 2024 to 4 September 2024	Section 9(1)(c): The goods referred to are the “Kim Lawless Bundle”. The representations that “This product is amazing... I do put it on my forearms at nighttime – rub it on two hours after I’ve eaten, just before I go to bed, and the magic begins” and “This is where the magic begins” represent that the goods are infallible, unfailing, magical or miraculous in contravention of s 9(1)(c). Section 9(3)(d): The goods referred to are the “Kim Lawless Bundle”. The representations that “This product is amazing”, “The skin rejuvenation, the sleeping is amazing”, “I can’t highly recommend this product more”, “My energy levels have gone next level” and “Ageing could not be any smarter than this, seriously, it’s incredible”, exaggerate, or are likely to exaggerate, the efficacy or performance of the goods, in contravention of s 9(3)(d).	See Annexure A, row 41