

From: [LAWLER, Tony](#)
To: publicpolicyaunz@tiktok.com; [S.22](#) [@tiktok.com](#); [S.22](#) [@tiktok.com](#)
Cc: [S.22](#) [@bytedance.com](#); [@bytedance.com](#); [LUTTON, Tracey](#)
Subject: Disrupting unlawful therapeutic goods advertising on digital platforms [SEC=OFFICIAL]
Date: Monday, 6 July 2026 5:34:21 PM
Attachments: [202600706 - Regulatory letter from Professor Lawler TGA to TikTok.PDF](#)
[image001.png](#)

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Dear [S.22](#)

Please find attached a letter for your consideration.

If you have any questions regarding the attached correspondence, please refer to the contact details provided in the letter.

Kind regards,

Professor Anthony Lawler FACEM, FRACMA, FAMA, FACHSM (Hon), MBBS, BMedSci, MBA
(Health Mgmt)

Deputy Secretary, Health Products Regulation Group

Australian Government Department of Health, Disability and Ageing

PO Box 100 Woden ACT 2606 AUSTRALIA

The Health Products Regulation Group comprises the Therapeutic Goods Administration, the Office of Drug Control, the Office of the Gene Technology Regulator, and the Australian Industrial Chemicals Introduction Scheme.

Executive Assistant [S.22](#)
Executive Officer

OFFICIAL

**Australian Government****Department of Health,
Disability and Ageing****Deputy Secretary**

s.22

TikTok Australia Pty Ltd
Level 10, 68 Pitt Street,
SYDNEY NSW 2000

By email only to:

Public Policy Team - publicpolicyaunz@tiktok.com

Legal Team - s.22 [@tiktok.com](mailto:s.22@tiktok.com)

s.22

[@tiktok.com](mailto:s.22@tiktok.com)[@bytedance.com](mailto:s.22@bytedance.com)[@bytedance.com](mailto:s.22@bytedance.com)

Dear s.22

Subject: Disrupting unlawful therapeutic goods advertising on digital platforms

I am writing to bring to TikTok's attention the public health risks associated with unapproved peptide products, and to seek your support in preventing unlawful advertising content from being accessible by Australian consumers on TikTok's platform.

I acknowledge TikTok's ongoing collaborations with the Therapeutic Goods Administration (TGA) and the work you have already undertaken to prevent and address unlawful advertising of therapeutic goods to Australian consumers on your platform.

In recent months, we, along with other health regulators and our law enforcement partners, are increasingly concerned about the growing availability, promotion and use of unapproved peptide products in Australia. This includes expanded online advertising through online platforms and social media⁷, and often involves influencers and peptide suppliers promoting the use or supply of unapproved peptide products.

⁷ 'Concerns regarding the public health risks associated with unapproved peptide products', available at <https://www.tga.gov.au/news/media-releases/concerns-regarding-public-health-risks-associated-unapproved-peptide-products>.

As you may be aware, unapproved peptide products have not been assessed by the TGA for quality, safety or effectiveness, and are not entered on the Australian Register of Therapeutic Goods. The *Therapeutic Goods Act 1989* (the Act) generally prohibits the advertisement of unapproved therapeutic goods to the public⁸ or the importation, manufacture and supply of unapproved therapeutic goods without a relevant TGA authority, approval or exemption⁹.

Businesses or individuals who aid, abet, counsel or procure a contravention of the Act can also be held liable¹⁰. Significant penalties may apply for contraventions of the Act, including a penalty of up to \$18.2 million per breach by a corporation of the civil penalty provision relating to any of the above described prohibitions. We have expanded our priority focus areas to include unapproved peptide products¹¹.

I note that the increase in online promotion has led to increases in the illegal import and supply of these products, and contributes to growing public health concern. Evidence of potential harm continues to emerge as use of these unapproved products increases. Reports received by the TGA and hospitalisation data from states and territories, have identified serious adverse effects associated with the use of unapproved peptides, including liver damage.

As the TGA's Chief Medical Advisor and I have publicly warned¹², consumers may be putting their health at serious risk by using these products, including because these products may contain contaminants, toxins or unidentified ingredients.

While we will continue to report potentially unlawful advertising content on your platform, we urge TikTok to take a more proactive and sustained action to prevent unlawful advertising, and block attempts to use your platform to facilitate the unlawful importation or supply of these products. This may include:

- leveraging available technology and resources to strengthen controls
- proactively identifying, restricting and removing potentially unlawful content, such as sponsored ads, and
- preventing recidivist action and circumvention of controls by businesses and influencers, such as blocking the creation of profiles similar to those reported.

We will continue to monitor online advertising and supply pathways, and take compliance or enforcement action where unlawful activity is identified. However, we reiterate our expectation that TikTok will take comprehensive, effective steps to identify and disrupt unlawful conduct on your platform. We look forward to continuing to work with TikTok in our mission to protect public health.

⁸ Sections 42DL and 42DLB of the Act.

⁹ In particular, sections 19B and 19D of the Act.

¹⁰ Section 11.2 of the *Commonwealth Criminal Code* and section 42YC of the Act.

¹¹ 'TGA strengthens compliance focus on unapproved peptide products as part of evolving risk response', available at <https://www.tga.gov.au/news/media-releases/tga-strengthens-compliance-focus-unapproved-peptide-products-part-evolving-risk-response>.

¹² 'TGA warning on the risks of importing unapproved peptide products', available at [tga.gov.au/safety/safety-monitoring-and-information/safety-alerts/tga-warning-risks-importing-unapproved-peptide-products](https://www.tga.gov.au/safety/safety-monitoring-and-information/safety-alerts/tga-warning-risks-importing-unapproved-peptide-products).

Please contact Tracey Lutton, Assistant Secretary Regulatory Compliance Branch, at Tracey.Lutton@health.gov.au or 02 5132 6628, should you have any questions or wish to discuss the matter further.

Yours sincerely,

A handwritten signature in grey ink, appearing to be 'A. Lawler', with a long horizontal stroke extending to the right.

Professor Anthony Lawler
Health Products Regulation Group
6 July 2026

From: S.22
To: [REDACTED]
Cc: [REDACTED]; LUTTON, Tracey; S.22
Subject: Re: [External] RE: TGA-TikTok meeting request - Peptides [SEC=OFFICIAL]
Date: Thursday, 16 July 2026 4:42:18 PM
Attachments: [image001.png](#)
[image002.jpg](#)

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REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi S.22

I trust this email finds you well.

I wanted to loop back on your question on doing a joint media release, unfortunately we are not in a position to do anything in that context, but appreciate the question.

One thing that came to mind though from a promotional perspective is if we would be able to assist promoting/highlighting any peptide related public safety campaign the TGA and/or Department of Health would seek to run in the future. S47G

[REDACTED]
[REDACTED] who could help assist with that if/as needed.

Finally, we also wanted to thank you for the signals shared with us, they have been valuable in informing our enforcement efforts. Following our last meeting, we've taken enforcement against accounts and content violations and enhanced search safeguards with expanded keyword coverage.

Kind regards, S.22

s.22

TikTok Australia and New Zealand

Tel: s.22

Email: s.22 @tiktok.com



s.22

From: s.22
To: [REDACTED]
Cc: LUTTON, Tracey; s.22
Subject: Re: [External] RE: TGA-TikTok meeting request - Peptides [SEC=OFFICIAL]
Date: Friday, 17 July 2026 11:31:54 AM
Attachments: [image001.png](#)
[image002.jpg](#)
[ATT00001.png](#)

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Thank you for the introduction s.22

Hi s.22

Nice to meet you. I'm the Client Partner for the Australian Government and work very closely with the s.22 team on all TikTok campaigns across all Government Departments. I'd be very happy to support you further if there is any interest in exploring a public information campaign.

Cheers,

s.22

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On Thu, Jul 16, 2026 at 4:42 PM s.22 <[@tiktok.com](#)> wrote:
Duplicate email

[REDACTED]