

## Education seminars

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The Therapeutic Goods Advertising Code Council (TGACC) regularly presents educational seminars. Further information can be found at [www.tgacc.com.au/events.cfm](http://www.tgacc.com.au/events.cfm)

## Further information

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For further information about advertising therapeutic goods:

- visit the TGA website [www.tga.gov.au](http://www.tga.gov.au)
- email [TGA.Advertising@tga.gov.au](mailto:TGA.Advertising@tga.gov.au)
- visit the ComLaw website [www.comlaw.gov.au](http://www.comlaw.gov.au) for:
  - the *Therapeutic Goods Act 1989*
  - the Therapeutic Goods Regulations 1990

## Reporting problems

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Consumers and health professionals are encouraged to report problems with medicines, vaccines or medical devices.

Reports can be made online at [www.tga.gov.au/safety/problem.htm](http://www.tga.gov.au/safety/problem.htm)



Australian Government

Department of Health

Therapeutic Goods Administration

# Advertising cosmetic injections

Complying with therapeutic  
goods legislation

**TGA** Health Safety  
Regulation



## Therapeutic Goods Administration

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[www.tga.gov.au](http://www.tga.gov.au)

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# Are your advertisements *blemish-free*?

## Does your business promote cosmetic injections?

In Australia, advertisements for therapeutic goods, including those used in cosmetic services, must comply with the *Therapeutic Goods Act 1989*.

Under the Act, therapeutic goods containing prescription only substances (substances included in Schedule 4 or 8 of the *Standard for the Uniform Scheduling of Medicines and Poisons*) cannot be advertised to consumers. This includes most injections for cosmetic use.

References to the active ingredients in such products and abbreviations of either the trade or ingredient names are also unacceptable.

## Reasons for restrictions

Advertising restrictions for therapeutic goods are in place to protect the health and safety of consumers.

Prescription medicines are considered high risk products, and prior assessment of the patient by a medical professional is required before use.

Advertising that encourages consumers to seek out such products is disruptive to the prescriber-patient relationship and potentially dangerous.

## Definition of an advertisement

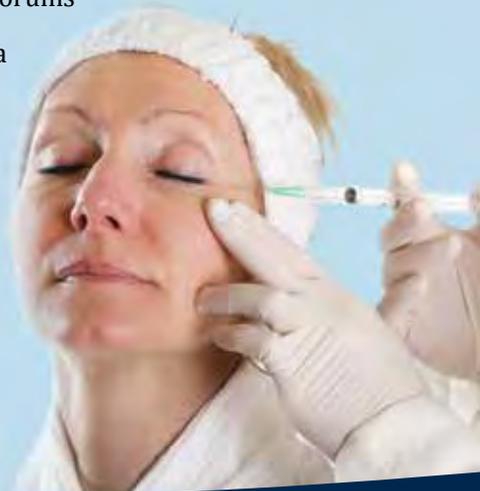
In relation to therapeutic goods, an advertisement is broadly defined as any statement, image or design that is intended to promote a product.

This includes promotion in traditional media, such as:

- television
- radio
- newspapers, magazines and pamphlets
- posters and displays, including those located in stores and surgeries.

It also includes electronic media, such as:

- websites
- emails
- blogs
- discussion forums
- social media



## Advertising legally

To enable you to continue promoting your services to consumers, while also complying with the law, the Therapeutic Goods Administration (TGA) has published on its website a list of acceptable general terms that can be used to describe certain cosmetic injections in advertisements.

Examples of these general phrases include:

- cosmetic injections
- anti-wrinkle injections/treatments
- injections/treatments for lips

## Penalties for non-compliance

When non-compliant advertising comes to the TGA's attention, the advertiser is notified.

In the first instance, the TGA seeks to inform, educate and assist advertisers to comply with the rules relating to advertising.

However, if this approach fails, the TGA may take regulatory action. The Act provides for financial penalties for advertising breaches. In 2013, fines for such breaches can be:

- up to \$10,200 for individuals
- up to \$51,000 for corporations.