

# Advertising example

## Issues explored in this example

- Mandatory statements
- Prominent display of statements


*These advertising examples are intended to be used as an educational aid to illustrate potential non-compliance with the therapeutic goods advertising requirements in Australia. The Australian Government Department of Health (of which the TGA is a part) advises that these examples should not be relied upon as representing a comprehensive description of the regulatory requirements.*

*The compliance of each advertisement has to be assessed on a case by case basis. To obtain further assistance regarding your advertising and what is required to address non-compliance with the requirements of the Therapeutic Goods Act 1989, the Therapeutic Goods Regulations 1990 and the Therapeutic Goods Advertising Code (No. 2) 2018, you may wish to seek independent legal advice or the assistance of a regulatory affairs consultant.*


Example 3

Bean's Tonic

www.beanstonic.com.au



# bean's tonic



## Got gas?

*Be kind to your guts with Bean's*

Bean's Tonic helps relieve the symptoms of medically diagnosed Irritable Bowel Syndrome including:

- gas
- bloating
- constipation
- diarrhoea

Bean's Tonic contains peppermint oil which can start to relieve symptoms in under an hour.

[Buy now](#)

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# Advertising example


## Mandatory statements

- Statements required in relation to the type of medicine specified are missing
- Not requiring a **health warning**, it must include the statement: ALWAYS READ THE LABEL
- This ad includes claims **relating to a disease, ailment, condition or defect**, so it must also include the statement: IF SYMPTOMS WORSEN OR CHANGE UNEXPECTEDLY, TALK TO YOUR HEALTHCARE PROFESSIONAL
- Ads for **all medicines** must include the statement: FOLLOW THE DIRECTIONS FOR USE
- Refer to Code sections 12(3)(f), 13(6) and 13(7)


Example 3

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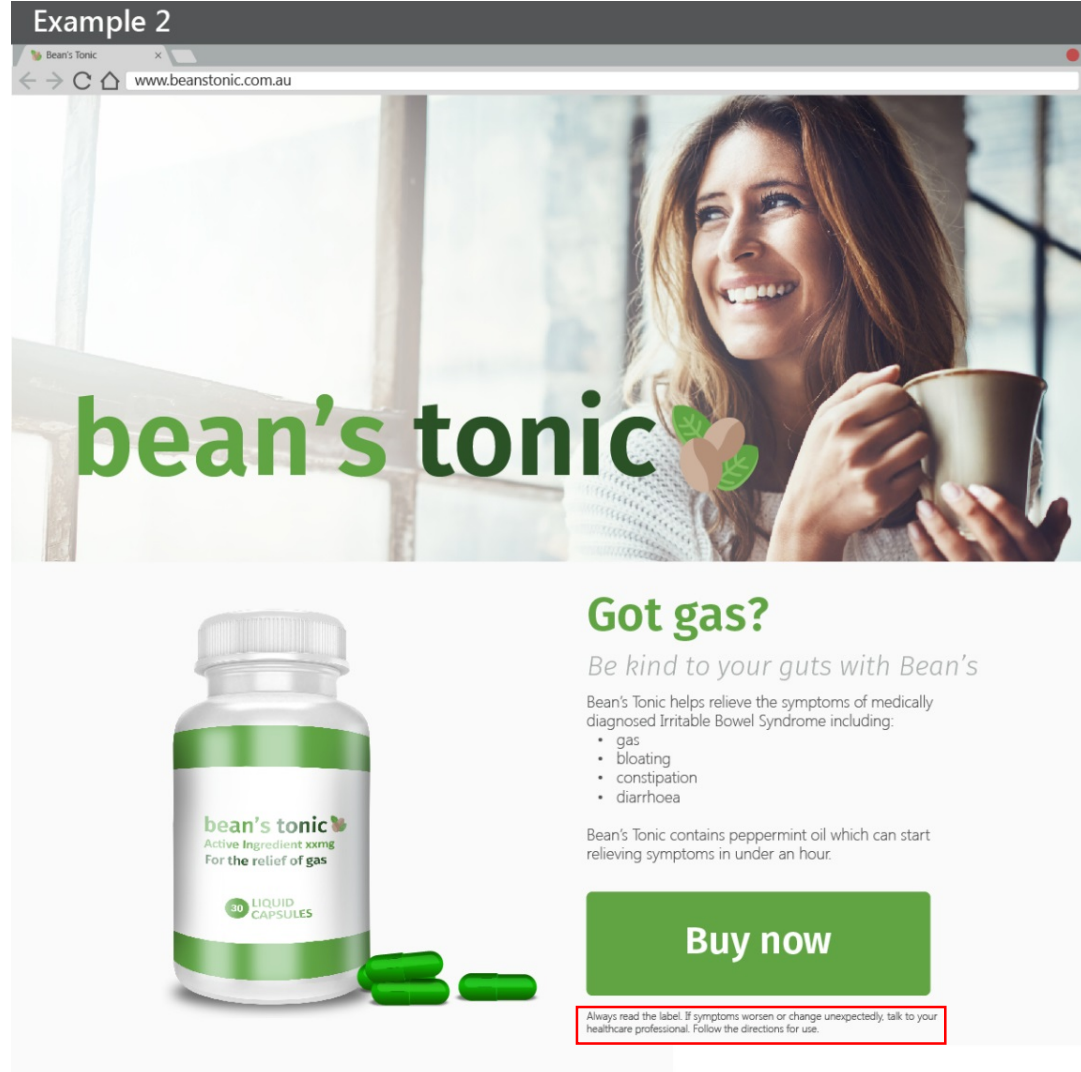
# Advertising example

## Mandatory statements

- In this version, the statements required in relation to the type of medicine specified are included and correct for the goods
- However, the text is much smaller in size than the other content and hidden under the 'buy now' button which is comparatively much larger
- These statements need to be **prominently displayed**, which means they need to be clearly visible and easy to read
- Refer to Code sections 12(3)(f), 13(6) and 13(7)

Example 2

www.beanstonic.com.au



bean's tonic

**Got gas?**

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**Buy now**

Always read the label. If symptoms worsen or change unexpectedly, talk to your healthcare professional. Follow the directions for use.

# Advertising example


## Compliance

- In this version, the statements required in relation to the type of medicine specified are:
  - Included
  - Correct for the goods
  - Prominently displayed


Example 1

Bean's Tonic

www.beanstonic.com.au



# bean's tonic



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**Always read the label. If symptoms worsen or change unexpectedly, talk to your healthcare professional.**

**Follow the directions for use.**

[Buy now](#)



**Australian Government**

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**Department of Health**  
Therapeutic Goods Administration