

Advertising example

Issues explored in this example

- Prescription-only medicines
- Safe, harmless

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 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 wish to seek independent legal advice or the assistance of a regulatory affairs consultant.



The screenshot shows the homepage of Bean Local Pharmacy. The URL in the address bar is www.beanlocalpharm.com.au. The page title is "Bean Local Pharmacy". A navigation menu at the top includes "Home" (underlined), "Menu 1", "Menu 2", "Menu 3", and "Menu 4". A green speech bubble icon with a white cross is in the top right corner.

about us

our team

contact us

Bean Local Pharmacy has been servicing the local community since 1998. We offer a range of compounding services to deliver you customised medication to suit your condition and enhance your health outcomes.

Our experienced compounding pharmacists can develop the highest grade, carefully tested medicines in our state of the art laboratory. Our pharmacists understand that no two patients are the same.

Our services include:

- Compounding medicines
- PEA* for pain management
- Compression garments
- Blood pressure monitors
- Aged care specialist
- hCG**



* PEA is a fatty acid, naturally produced by the body and found in various foods. Widely used as a safe and effective supplement for pain and inflammation, PEA can be taken in addition to medicines you are already taking for your pain and may boost the effects of medication.

PEA is available in topical creams as well as easy to swallow capsules. There are no known negative side effects associated with PEA and it is available without a prescription.

**hCG – human Chorionic Gonadotropin is a hormone naturally produced by the body during pregnancy. Studies have shown hCG is effective for weight loss.

Talk with one of our pharmacists to find out more: [contact us](#) or [order online](#)

Advertising example

Prescription-only medicines

- Promotes the use of Human Chorionic Gonadotropin, which is in Schedule 4 of the Poisons Standard
- These are prescription-only medicines and **cannot be advertised to the public**
- Refer to Act section 42DL(10)



The screenshot shows a website for 'Bean Local Pharmacy'. The header includes the URL 'www.beanlocalpharm.com.au' and a logo with a green cross and a house. The navigation bar has tabs: 'Home' (underlined), 'Menu 1', 'Menu 2', 'Menu 3', and 'Menu 4'. Below the navigation, there are three buttons: 'about us', 'our team', and 'contact us'. The 'about us' button is highlighted with a teal background. The main content area contains text about the pharmacy's history and services, followed by a list of services including 'hCG**' which is highlighted with a red box.

about us

our team

contact us

Bean Local Pharmacy has been servicing the local community since 1998. We offer a range of compounding services to deliver you customised medication to suit your condition and enhance your health outcomes.

Our experienced compounding pharmacists can develop the highest grade, carefully tested medicines in our state of the art laboratory. Our pharmacists understand that no two patients are the same.

Our services include:

- Compounding medicines
- PEA* for pain management
- Compression garments
- Blood pressure monitors
- Aged care specialist
- hCG**



* PEA is a fatty acid, naturally produced by the body and found in various foods. Widely used as a safe and effective supplement for pain and inflammation, PEA can be taken in addition to medicines you are already taking for your pain and may boost the effects medication.

PEA is available in topical creams as well as easy to swallow capsules. There are no known negative side effects associated with PEA and it is available without a prescription.

** hCG – human Chorionic Gonadotropin is a hormone naturally produced by the body during pregnancy. Studies have shown hCG is effective for weight loss.

Talk with one of our pharmacists to find out more: [contact us](#) or [order online](#)

Advertising example

Safe, harmless

- Includes claims that palmitoylethanolamide (PEA):
 - is 'safe'
 - has 'no known negative side effects'
- Advertising for therapeutic goods **must not claim that the goods are safe, cannot cause harm or have no side-effects**
- Refer to Code section 10(d)(i)



The screenshot shows the homepage of Bean Local Pharmacy. The URL in the address bar is www.beanlocalpharm.com.au. The page title is "Bean Local Pharmacy". A navigation menu at the top includes "Home" (underlined), "Menu 1", "Menu 2", "Menu 3", and "Menu 4". Below the menu are three buttons: "about us", "our team", and "contact us". The "about us" button is highlighted with a teal background. The main content area contains text about the pharmacy's history and services, followed by a list of services and a photograph of a pharmacist.

about us

our team

contact us

Bean Local Pharmacy has been servicing the local community since 1998. We offer a range of compounding services to deliver you customised medication to suit your condition and enhance your health outcomes.

Our experienced compounding pharmacists can develop the highest grade, carefully tested medicines in our state of the art laboratory. Our pharmacists understand that no two patients are the same.

Our services include:

- Compounding medicines
- PEA* for pain management
- Compression garments
- Blood pressure monitors
- Aged care specialist
- hCG**



* PEA is a fatty acid, naturally produced by the body and found in various foods. Widely used as a safe and effective supplement for pain and inflammation, PEA can be taken in addition to medicines you are already taking for your pain and may boost the effects medication.

PEA is available in topical creams as well as easy to swallow capsules. There are no known negative side effects associated with PEA and it is available without a prescription.

**hCG – human Chorionic Gonadotropin is a hormone naturally produced by the body during pregnancy. Studies have shown hCG is effective for weight loss.

Talk with one of our pharmacists to find out more: [contact us](#) or [order online](#)



Australian Government
Department of Health
Therapeutic Goods Administration