

Advertising example

Issues explored in this example

- Mandatory statements
- Restricted representations
- Consistency with ARTG entry

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.

GlucoBean

blister pack
capsules



The image shows a 3D rendering of a GlucoseBean product box. The box is primarily white with a blue and orange curved design on the right side. It features the GlucoBean logo (three overlapping circles in blue, orange, and green) and the text 'GlucoseBean Aids glucose metabolism'. Below this, it says '20 Capsules' next to a small orange and white capsule. The Australian registration number 'AUST L 123456' is printed vertically on the right side of the box.

Why take GlucoseBean?

- aids glucose metabolism
- intended to provide support for normal healthy blood sugar levels
- suitable for vegetarians
- contains no sugars, artificial colours or flavours

Active ingredient: chromium picolinate 403 microgram

Warnings:
If you are taking medication for diabetes consult a healthcare professional before use.
If you are pregnant, breast feeding or taking any medications, consult a healthcare professional before use.

People with diabetes should monitor blood glucose levels regularly

Mandatory statements

- Statements required in relation to the type of therapeutic goods specified are missing.
- Not requiring a **health warning**, it must include the statement: ALWAYS READ THE LABEL
- Ads for **all medicines** must include the statement: FOLLOW THE DIRECTIONS FOR USE
- Refer to Code sections 13(2)(c) and 13(6)

GlucoBean

blister pack
capsules



The image shows a 3D rendering of a GlucoseBean product box. The box is primarily white with a blue and orange curved design on the right side. It features the GlucoBean logo (three overlapping circles in blue, orange, and green) and the text 'GlucoseBean' in orange, followed by 'Aids glucose metabolism' in smaller orange text. Below this, it says '20 Capsules' next to a small orange capsule icon. On the right side of the box, the text 'AUST L 123456' is visible vertically.

Why take GlucoseBean?

- aids glucose metabolism
- intended to provide support for normal healthy blood sugar levels
- suitable for vegetarians
- contains no sugars, artificial colours or flavours

Active ingredient: chromium picolinate 403 microgram

Warnings:
If you are taking medication for diabetes consult a healthcare professional before use.
If you are pregnant, breast feeding or taking any medications, consult a healthcare professional before use.

People with diabetes should monitor blood glucose levels regularly


Advertising example

Restricted representations

- Includes statements that refer to 'diabetes', which as a serious form of a disease, condition, ailment or defect, is a **restricted representation**
- Making this reference in advertising is **not permitted without TGA approval**
- Refer to Act sections 42DL(7) and 42DLB(4)

GlucoBean

blister pack capsules



The image shows a 3D rendering of a GlucoBean blister pack capsules box. The box is white with blue and orange accents. It features the GlucoBean logo (three overlapping circles in blue, orange, and green) and the text 'GlucoBean Aids glucose metabolism'. Below this, it says '20 Capsules' and shows a small orange and yellow capsule. On the side of the box, the text 'AUST L 123456' is visible.

Why take Glucobean?

- aids glucose metabolism
- intended to provide support for normal healthy blood sugar levels
- suitable for vegetarians
- contains no sugars, artificial colours or flavours

Active ingredient: chromium picolinate 403 microgram

Warnings:
If you are taking medication for **diabetes** consult a healthcare professional before use.
If you are pregnant, breast feeding or taking any medications, consult a healthcare professional before use.

People with **diabetes should monitor blood glucose levels regularly**

Consistency with ARTG entry

- This version includes the claim :
 - 'brings your blood sugar into the healthy range'
- This indication is not **consistent with the ARTG entry** for the goods, which specifies that the product presentation must not refer to raising or lowering blood sugar levels
- It is also not accurate or truthful, so is therefore **false and misleading**
- Refer to Code sections g(a), g(b) and g(d)



GlucoBean mini caps

Why take Glucobean?

- brings your blood sugar into the healthy range
- aids digestion of carbohydrates
- easy to swallow caplets
- contains no sugars, artificial colours or flavours

Active ingredient: chromium picolinate 403 microgram
Also contains manganese, vitamin D, zinc and magnesium

Warnings: Always read the label. Follow the direction for use.



Australian Government

Department of Health
Therapeutic Goods Administration