



Australian Government

Department of Health and Ageing  
Therapeutic Goods Administration

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# Minute

To: Dr Pamela Whalan  
Medical Officer  
OPR  
Signal Investigations - Medicines

From: Rowena Love  
OPR  
Recalls and Advertising Section  
Advertising Unit

**Re: Application for approval to use a Restricted Representation in advertising -Specsavers Pty Ltd - Ophthalmic Camera (ARTG 177741)**

The Advertising Unit is considering an application from Specsavers to use the following restricted representation in the advertising Digital Retinal Photography to consumers:

**"Digital Retinal Photography is a powerful tool that helps optometrists detect serious eye diseases including glaucoma, macular degeneration and even diabetes."**

I have attached the application and the supporting documentation submitted by Specsavers.

Can you please advise, from a clinical perspective, whether you consider the proposed representation to be accurate and balanced and whether you consider it to be misleading or likely to be misleading (s42DF(1)(a) and (b) of the Act). Also could you please give your view as to whether or not advertising this product with the above representation to consumers would be in the public interest. The public interest criteria are set out in Appendix 6 of the Therapeutic Goods Advertising Code.

As the TGA must issue the final decision within a statutory timeframe (30 March 2012), your input by Friday 16 March 2012 would be appreciated. Please advise if this allows you inadequate time.

Thank you for your assistance.



Rowena Love

9 March 2012