

NOTE FOR FILE

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Date and Time: 9 March 2012

Type of Event: Face to face meeting

Topic: Specsavers Pty Ltd (the Applicant) application to use a restricted representation in advertising to consumers

Participants: Dr Jane Cook, Office Head, Office of Product Review
Dr Pamela Whalan, Medical Officer, Signal Investigations, OPR
Rowena Love, Advertising Unit,

Key Points: Discussion of the application:

1. The Applicant has sought approval (on 12/12/2011) to use the representation "Digital Retinal Photography is a powerful tool that helps optometrists detect serious eye diseases including glaucoma, macular degeneration and even diabetes." (or words to that effect).
2. The application was considered at the meeting of the Therapeutic Goods Advertising Code Council (TGACC) which was held on 1 February 2012. Only the draft minutes were available at the time of this meeting.
3. The TGACC advised the application be refused on the grounds that the product is misrepresented as a screening test for the diseases named in the proposed representation and that promoting the use of the product to the general population was thought to be inappropriate.
4. Dr Cook and Dr Whalan were of the view that the representation, in an amended form, so that it reads **Digital Retinal Photography**
"helps optometrists detect serious eye disease including glaucoma, macular degeneration and retinal changes that may be associated with diabetes and hypertension." should be approved.
5. Dr Cook [REDACTED]
6. Dr Whalan expressed the view that the use of the amended representation would be in interest of the public.
7. Dr Cook gave her approval to grant conditional approval to the Applicant.

Follow-up Action: Dr Whalan to provide clinical input for the decision. Rowena Love to draft decision letter reflecting the above.

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