



Australian Government
Department of Health and Ageing
Therapeutic Goods Administration

Advertising exemption: Specsavers Pty Ltd

3 April 2012

Therapeutic Goods Act 1989

Approval under section 42DF for use of a restricted representation by Specsavers Pty Ltd

I, Jane Cook, Office Head, Office of Product Review, Therapeutic Goods Administration and delegate of the Secretary to the Department of Health and Ageing, on receipt of an application by Specsavers Pty Ltd, have approved under section 42DF of the *Therapeutic Goods Act 1989* (the Act) the restricted representations described in paragraph (a) below for use in advertisements directed to consumers, for the product identified in paragraph (b), provided the condition identified in paragraph (c) is met:

- a. 'Serious eye diseases', "glaucoma", "macular degeneration" and "retinal changes that may be associated with diabetes" in the context of the statement "Digital Retinal Photography is a powerful tool that helps optometrists detect serious eye diseases including glaucoma, macular degeneration and retinal changes that may be associated with diabetes".
- b. 'Digital Retinal Scanner' - ophthalmic camera (ARTG 177741).
- c. The restricted representation "diabetes" must not be used in any context other than referring to retinal changes associated with diabetes.

Dated this 3 day of April 2012

Jane Cook

Delegate of the Secretary to the Department of Health and Ageing; and
Office Head

Office of Product Review

Content last updated: Tuesday, 3 April 2012

Content last reviewed: Tuesday, 3 April 2012

Web page last updated: Friday, 13 April 2012

URL: <http://www.tga.gov.au/industry/advertising-exemptions-specsavers-120403.htm>