





# TGA ADVERTISING CODE

**Launched Jan 1 2022** with a six-month transition period for compliance.

**The code will be in full effect from 1 July 2022**





# WHAT IS THE TGA ADVERTISING CODE?

The advertising codes regulates advertising for therapeutic goods in Australia.

It sets minimum requirements, which must be met when advertising to the public.

## The **objective**

To ensure marketing and advertising of therapeutic goods is conducted in a way that:

- *Promotes the quality use of the product*
- *Is socially responsible and transparent*
- *Does not mislead or deceive the consumer*





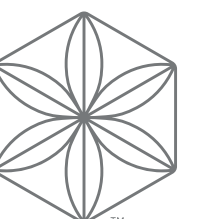
# WHICH PRODUCTS DOES THE ADVERTISING CODE APPLY TO?

The Advertising Code applies to therapeutic products, including products on the Australian Register of Therapeutic Goods (ARTG).

For Isagenix, they include:



**Note:**  
The code **Does Not** apply to registered foods and cosmetics eg: *Shakes, bars, Collagen, E-shots etc*





# HOW WILL THE ADVERTISING CODE IMPACT THE DIRECT SELLING INDUSTRY?

It refers to people engaged in the production, marketing and supply of goods, which includes direct sellers of Therapeutic goods.

The code outlines how ***Endorsements and Testimonials*** about Therapeutic goods can be used.





# ENDORSEMENT VS TESTIMONIAL

## ENDORSEMENT

An **endorsement** is an expression of support for a product or brand. The endorsement must not reference the individual's personal experience from using the product. If an endorsement about a therapeutic good references health benefits, then it must be consistent with the typical outcome resulting from use of the good when used according to the label or directions.

## TESTIMONIAL

A **testimonial** is made when an individual details the personal experience of using the therapeutic good.

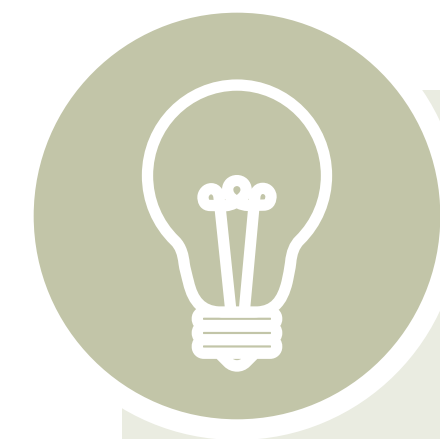




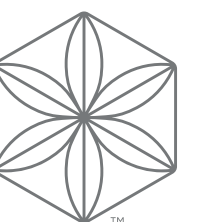
# TESTIMONIALS

According to the updated code the following are **PROHIBITED** from making a testimonial:

- a) a person who is engaged in the production, marketing or supply of the goods (this includes influencers, direct sellers and other persons who have, or will receive, valuable consideration for making the testimonial.)
- b) a member of a relevant person's immediate family, unless the advertisement discloses that the person who made the testimonial is an immediate family member
- c) a person or organisation in the afore mentioned paragraphs
- d) a corporation.



***Valuable consideration***  
*is anything given that as  
'Payment' for goods in  
exchange for a testimonial.  
This can include; money,  
incentives, services or gifts.*





## ENDORSEMENTS

An endorsement about therapeutic goods are **PROHIBITED**, whether expressly or by implication, by any of the following:

- a) a government or government authority
- b) a hospital or healthcare facility other than a community pharmacy
- c) employees or contractors of a government, government authority, hospital or health care facility
- d) a current or former health practitioner, health professional or medical researcher;
- e) a person who represents themselves as being qualified or trained to diagnose, treat or prevent disease, ailment, defect or injury in persons;





## AS A DIRECT SELLER, HOW DOES THE ADVERTISING CODE AFFECT ME?

When talking about TGA registered products, direct sellers:



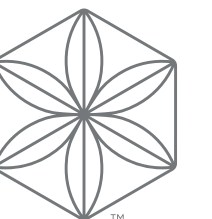
**CAN** continue to endorse products



**CAN NOT** make testimonials



**CAN NOT** endorse or make testimonials if they are Health professionals and former Health professionals.







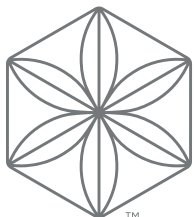










# EXAMPLES OF TESTIMONIALS VS ENDORSEMENTS

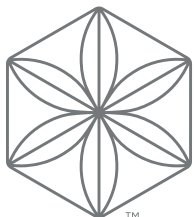
IMAGE	ACCOMPANYING TEXT	PERMITTED
	<p>Did you know?...that Isagenix Essentials for Women is a balanced blend of high-potency vitamins, minerals and antioxidants. Take daily for complete nutrition. It not only supports bone health, increased energy, but also keeps your skin, hair and nails looking their best.</p> <p>#independantconsultant #trustmyhealthtoisagenix</p>	
	<p>I couldn't get through the day without my Essentials for Women. A daily ritual, it gives me peace of mind know that my nutritional needs are covered.</p> <p>#independantconsultant</p>	











# EXAMPLES OF TESTIMONIALS VS ENDORSEMENTS

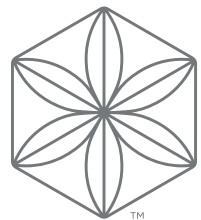
IMAGE	ACCOMPANYING TEXT	PERMITTED
	<p>I trust my health to Isagenix. Help your body adapt to stress and maintain your metal wellbeing with Ionix Supreme powder. #independantconsultant</p>	
	<p>Helping my body adapt to stress and maintaining my metal wellbeing. Ionix Supreme powder, I can't go without it.</p>	









# EXAMPLES OF TESTIMONIALS VS ENDORSEMENTS

IMAGE	ACCOMPANYING TEXT	PERMITTED
	<p>Did you know Brand-X is specifically formulated to wear under makeup? It sits perfectly under your base and gives your complexion the perfect dewy glow we all know and love. With added healing properties of aloe vera and sea buckthorn, Brand-S calms inflammation and redness.</p> <p>#itrustmyhealthtobrandx #independantconsultant</p>	
	<p>I put my trust in Brand-X.</p> <p>#independantconsultant</p>	
	<p>I started using Brand-X a few week's ago and my skin has never been better. My overall complexion has change dramatically. I have less redness and my skin looks and feels calmer.</p> <p>#independantconsultant</p>	





# EXAMPLES OF TESTIMONIALS VS ENDORSEMENTS

IMAGE	ACCOMPANYING TEXT	PERMITTED
	<p>I trust Brand-X to help my wellbeing. #independantconsultant</p>	
	<p>I love everything about this product. When I look better, I feel better. Brand-X helps me feel better. #independantconsultant</p>	



## IN SUMMARY

- The advertising code will be enforced from July 1
- The Therapeutic Advertising Code applies to all therapeutic products including those registered with the *Australian Register of Therapeutic goods (ARTG)*. For Isagenix, that means the Amped, Cleanse for Life powder, Ionix Supreme powder and all tablets and capsules. It does not apply to our other products
- Direct sellers, influencers and advertisers must follow this code when talking about registered products
- Endorsements are permitted, but testimonials are not
- Health professionals can make neither testimonials or endorsements
- Before and After's are okay, provided you do not reference TGA registered products



**Remember:** *Always stick to the approved claims on the label and on [Isagenix.com](https://www.isagenix.com)*







For more information regarding changes to the advertising code, as well as guidance documents, visit [compliance website](#), which can be found under the *Resources* tab on the Business Page.

Any questions, please email  
[complianceANZ@isagenixcorp.com](mailto:complianceANZ@isagenixcorp.com)

