

Regulatory options to potentially allow references to the TGA in therapeutic goods advertising



On the 26th September 2022 the Therapeutic Goods Administration (TGA) released a consultation paper seeking feedback on the regulatory options to potentially allow references to the TGA in therapeutic goods advertising. Currently advertisers of medicines and medical devices are not permitted to indicate that the TGA has approved their products in their advertising.

Cancer Council supports the TGA exploring options to allow advertisers to reference the TGA in their advertising of approved therapeutic products to support consumers to more easily identify products that can be lawfully supplied in Australia and make more informed decision when self-selecting medicines and medical devices.

Our submission provided several considerations for the TGA when enabling advertisers to reference the TGA in therapeutic goods advertising. These were:

- New advertising provisions must not weaken existing regulations in place.
- Any new system must avoid creating further confusion or unintentionally promote misinformation to the general public.
- A reference to the TGA in advertising of therapeutic products should be limited to products that have been assessed as efficacious for their indication in addition to being of a high quality and safe.
- This should be accompanied by a wide-reaching educational campaign to support consumer understanding of lawful products, and healthcare implications for self-selecting products which are not registered on the Australian Register of Therapeutic Goods.
- Referencing the TGA must be alongside other information including the AUST R number to support consumers to seek further information about the product from the TGA website.

Information about the progress of the consultation, can be found on the consultation's [webpage](#).