

# THERAPEUTIC ADVERTISING CODE FAQ'S

The below FAQ's have been supplied by DSA Australia in conjunction with Isagenix

## What is the Therapeutic Goods Advertising Code 2021?

The Advertising Code regulates advertising for listed medicines and other therapeutic goods and sets out minimum requirements which must be met when advertising therapeutic goods to the public. It does not apply to products regulated as cosmetics or foods.

The overarching goal in regulating the advertising of therapeutic goods is to support informed and rational health choices, to ensure consumers are not misled or deceived, and to promote the safe and proper use of therapeutic goods. Advertising of therapeutic goods requires a higher ethical standard than applies for the advertisement of ordinary consumer goods because:

- therapeutic goods are not normal consumer goods
- consumers rely on therapeutic goods for their health
- an individual promoting the therapeutic product may not have relevant health expertise
- one person's experience may not be applicable to others
- individuals can be very persuasive and their opinions about a product is likely to be subjective.

## How will the Advertising Code impact the direct selling industry?

The Advertising Code outlines when testimonials and endorsements about therapeutic goods can be used and refers to people engaged in the production, marketing or supply of the goods. This includes direct sellers and influencers.

## What is the difference between an endorsement and a testimonial?

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.

A testimonial is made when an individual references their personal experience of using the therapeutic good (It may include before and after photos)

## As a direct seller, how does the Advertising Code affect me?

Direct Sellers and influencers are permitted to promote therapeutic products through endorsements. They are not permitted to make testimonials about these products.

## As a Brand Partner, how does the Advertising Code affect me?

Brand Partners and influencers are permitted to promote therapeutic products through endorsements. They are not permitted to make testimonials about these products.

## I am a former health professional and now a direct seller. How does the Advertising Code affect me?

The Advertising Code prohibits a current or former health practitioner, health professional or medical researcher; and anyone who represents themselves as being qualified or trained to diagnose, treat or prevent disease, from making an endorsement or a testimonial, whether disclosed or otherwise.



## When did the 2021 Advertising Code come into effect?

The updated Advertising Code came into effect on 1 January 2022, with a six-month transition period for compliance in effect until 30 June 2022. From 1 July 2022, all advertising will be assessed against the 2021 Advertising Code.

## As a direct seller, does the Advertising Code apply to all of the products that I market?

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

The following Isagenix products considered a therapeutic good/ registered on the ARTG include: IsaFlush™, Natural Accelerator™, IsaOmega™, IsaGenesis™, Ageless Actives™, Essentials For Men™, Essentials For Women™, Cleanse For Life™ (powder), Ionix® Supreme (powder), Isagenix AMPED™ BCAA Plus, AMPED™ Post Workout, Isagenix Complete Essentials™ with IsaGenesis™ for Men, Complete Essentials™ with IsaGenesis™ for Women.

## As a direct seller, am I permitted to post customer testimonials if the testimonials are genuine and the customer agrees to it?

Advertisements posted by direct sellers can contain genuine customer testimonials. The advertisement cannot contain testimonials from health professionals or from anyone who received, or would receive, valuable consideration for the testimonial.

## As a direct seller I have previously posted testimonial content on my social media platforms. Will I need to remove these?

Yes. As a direct seller, all non-compliant content/testimonials across social media platforms (posts, stories, reels etc) will need to be removed prior to 30 June 2022.

## The products I market and sell are listed on the ARTG. What can I post on my social media platforms?

To help assist you with endorsing a therapeutic product in a compliant way on your social media platforms, DSA has collated various examples (below) of permitted and non-permitted content.

### Permitted

You may describe or list the product's benefits and credentials as set out in the products permitted indications. You may use images of the product as long as they do not suggest that you are using it.

### Non-Permitted

Sharing your personal experience, positive effects, or feelings about a therapeutic good, for example, language such as "I love this product". You should refrain from using images showing you using or consuming the product.

## Can I promote Isagenix as a system?

You cannot promote Isagenix as a system or promote a pack if it includes therapeutic products/ products registered with the ARTG.

## Can I still share before and after photos?

Yes, as long as you are not referencing therapeutic products, including those registered with the ARTG.

