

Technical Alert

Consultation open on Proposed therapeutic goods advertising guidance

Background to the consultation

In March 2018 the TGA consulted upon the draft Therapeutic Goods Advertising Code and associated guidelines.
During this consultation respondents requested greater clarity regarding guidance to the Code.

Feedback from the March consultation, stakeholder workshops and the Therapeutic Goods Advertising Code Council has assisted in creating the revised Code guidelines which are now open for comment.

The [2018 Code](#) comes into effect from 1 January 2019.

Content of submissions

The consultation documents are located [here](#) in the TGA website.

In addition to wider feedback, the TGA requests specific feedback, regarding:

- Definitions
- Movement of policies to the ARGCM
- A new term, “reasonable consumer”
- Use of the term “natural”

Timetable and instructions for lodging comment

The consultation opened Thursday 7 August 2018.
Opportunity to comment closes on **Thursday 4 October 2018**.

Respondents may lodge their feedback using the [online form](#), or by hardcopy accompanied, by the cover sheet on the consultation page.

It is anticipated that the final guidance to the 2018 Code will be published in November 2018.

Members are invited to forward feedback to the consultation to the CMA for incorporation into our submission by emailing technical@cmaustralia.org.au

ENDS