

THERAPEUTIC ADVERTISING REGULATIONS

WHAT YOU NEED TO KNOW

WHAT IS ADVERTISING?

ANY PUBLIC COMMUNICATION CONTROLLED BY YOU



WEBSITE



TV



RADIO



SIGNAGE



BILLBOARD



SOCIAL MEDIA



BUSINESS CARD



BROCHURE



MAGAZINE

WHAT IS THERAPEUTIC ADVERTISING?

ADVERTISING THAT'S INTENDED TO PROMOTE:



CLINICS



A NURSE, DOCTOR
OR DENTIST



HEALTH PRODUCTS



HEALTH SERVICES

WHAT IS EXEMPT?



INFORMATION GIVEN DURING
CONSULTATION



PUBLIC HEALTH
INFORMATION

WHY DOES THERAPEUTIC ADVERTISING HAVE EXTRA RULES?

THE THERAPEUTIC ADVERTISING CODE REQUIRES...



A HIGH STANDARD OF
SOCIAL RESPONSIBILITY



NO MISLEADING OR
DECEIVING THE CONSUMER.

WHO MAKES THE REGULATIONS?

THE NZ GOVERNMENT

WHO ADVISES ON REGULATIONS?

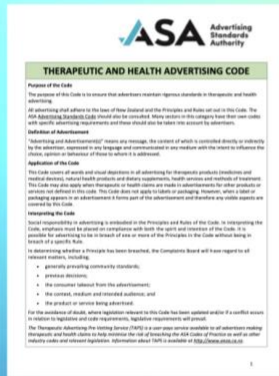
MEDSAFE
ASA & TAPS
MEDICAL COUNCIL OF NZ
NZSCM

WHO DELIVERS PENALTIES?

MEDSAFE
ASA
MEDICAL COUNCIL OF NZ

WHO IS THE ASA?

THE ADVERTISING STANDARDS AUTHORITY



**DEVELOPS AND REVIEWS
ADVERTISING CODES**

**ACTS ON ADVERTISING
COMPLAINTS**

WHO ARE TAPS?

THERAPEUTIC ADVERTISING PRE-VETTING SERVICE



**A TAPS NUMBER SAYS
YOUR WEBSITE IS OK**

**ADS CHECKED
BEFORE PUBLICATION**

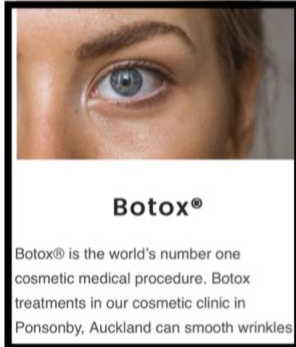
**\$120 +GST
FOR 15 MINUTES**

WHAT RULES DO I NEED TO KNOW?

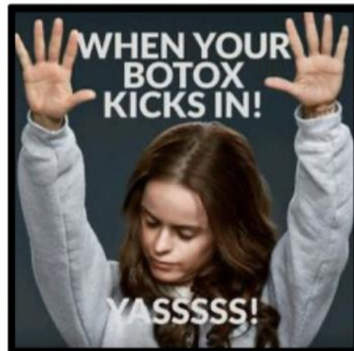
1. BRAND NAMES & MANDATORY STATEMENTS
2. OFF-LABEL
3. DISCOUNTS & GIFT VOUCHERS
4. PRIZES & GIVEAWAYS
5. BEFORE/AFTER PHOTOS
6. TESTIMONIALS
7. INFLUENCERS

BRAND NAMES

PRESCRIPTION MEDICINES MUST HAVE A MANDATORY STATEMENT



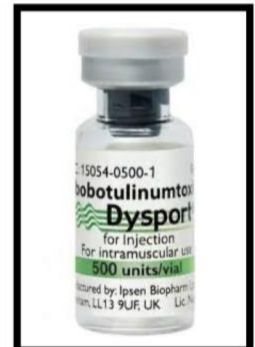
WEBSITE



MEMES



#HASHTAGS

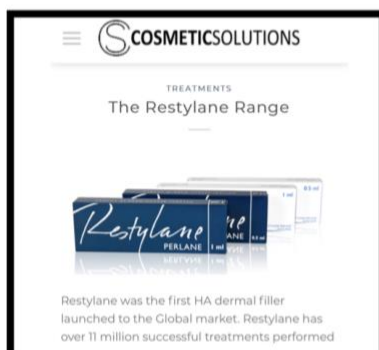


PHOTOS

ALL VISIBLE BRAND NAMES COUNT

BRAND NAMES

MEDICAL DEVICES MUST HAVE A MANDATORY STATEMENT



WEBSITE



#HASHTAGS



PHOTOS

ALL VISIBLE BRAND NAMES COUNT

MANDATORY STATEMENTS

XEOMIN® (Incobotulinumtoxin A) 50, 100 Units is a Prescription Medicine. Indications: In adults for the treatment of cervical dystonia; blepharospasm; spasticity of the upper limb; upper facial lines: glabellar frown lines, lateral periorbital lines (crows feet), horizontal forehead lines. Xeomin® has both risks and benefits, consults your doctor if Xeomin® is right for you. Further information on the risks and benefits of Xeomin® can be found in the Consumer Medicine Information (CMI) available from www.medsafe.govt.nz or by calling **0800 822 310**. Use strictly as directed. If symptoms continue or you have side effects, see your doctor, pharmacist or health care professional. Common side effects include: Headaches; nausea; tenderness, swelling, redness, numbness or bruising of the skin; dry eye; heavy feeling or eyelid/eyebrow/forehead; face/frown not symmetrical. drooping eyelids/eyebrows. Serious side effects are rare and include allergic reactions. XEOMIN® is an unfunded medicine, prescription charge will apply. Normal doctor charges will still apply. Medical Information: Ph **0800 822 310**. Copyright 2021, Pharmacy Retailing NZ Limited t/a Health Care Logistics (HCL) 58 Richard Pearse Drive, Māngere, Auckland 2022. All rights reserved. Xeomin® and Merz Aesthetics are registered trademarks of Merz Pharma MGMbH & Co.



FONT

**CLOSE
PROXIMITY**

**FULL MANDATORY
ON WEBSITES,
PRINT, SIGNAGE**

**SHORT MANDATORY
ON SOCIAL MEDIA**

**FONT SIZE MUST BE
READABLE WITHOUT
EXPANDING**

**CLOSE PROXIMITY
TO BRAND NAME**

ON-LABEL

ON-LABEL USE OF BOTULINUM TOXIN CAN BE MENTIONED



FROWN & FOREHEAD



CROWS FEET



ARMPIT SWEATING

OFF-LABEL

OFF LABEL USE OF BOTULINUM TOXIN **CANNOT** BE MENTIONED

BY AREA

LIPS/LIP LINES
GUMMY SMILE
CHIN/MENTALIS
NECK
MASSETER
JAW SLIMMING
TOOTH GRINDING
HAND/FOOT SWEATING



BY LANGUAGE

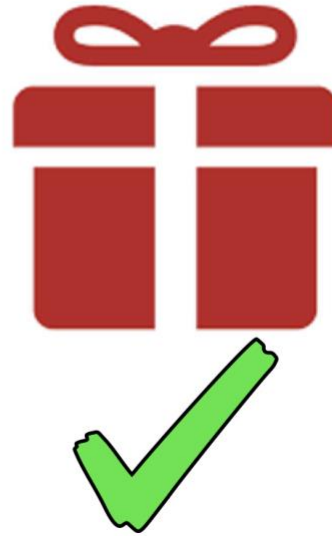
LIP FLIP
NEFERTITI LIFT
ANTI-WRINKLE INJECTION
WRINKLE RELAXING INJECTION
TOX/TOXIN
UNITS/COST

DON'T EVEN SUBTLY IMPLY OFF-LABEL USE

DISCOUNTS



GIFT VOUCHERS



PRIZES AND GIVEAWAYS

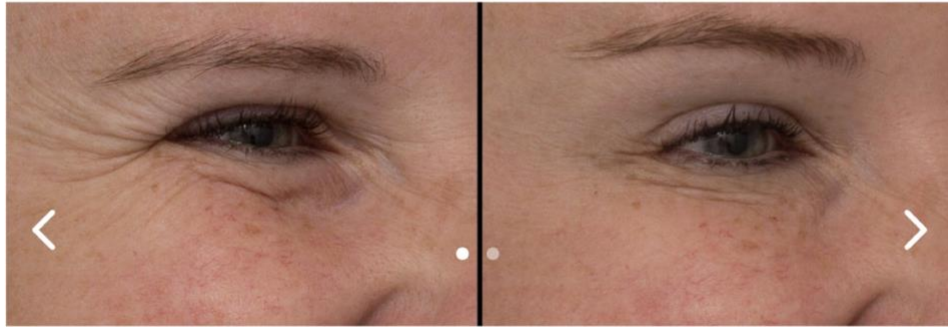


BANNED



GOOD BEFORE /AFTER PHOTOS

Botulinum Toxin



EYES - BEFORE / AFTER

✓ TREATED BY YOU
NOT PHOTOSHOPPED

✓ SAME LIGHTING & ANGLE
REALISTIC PORTRAYAL

GOOD BEFORE /AFTER PHOTOS



✓ CROPPED TO PROTECT IDENTITY



✓ EYES COVERED IF FULL FACE

HOWEVER FULL FACE PHOTOS WITH UNCOVERED EYES ARE
ALLOWED WHEN TARGETING HEALTH PROFESSIONALS

BANNED BEFORE /AFTER PHOTOS



INDUSTRY PHOTOS ARE NOT PERMITTED

BANNED BEFORE /AFTER PHOTOS



PHOTOSHOP MOCKUPS ARE NOT PERMITTED.

TESTIMONIALS



WHAT IS A TESTIMONIAL?

A STATEMENT OF THE BENEFITS RECEIVED FROM THE CARE PROVIDED.

A RECOMMENDATION OR POSITIVE STATEMENT MADE BY A PERSON ABOUT A DOCTOR'S CARE, SKILL, EXPERTISE OR TREATMENT.

A CHARACTER REFERENCE

AN EXPRESSION OF APPRECIATION

FROM PATIENTS, COLLEAGUES, OTHER HEALTH PROFESSIONALS, FRIENDS OR FAMILY.

IF THE PATIENT IS IDENTIFIABLE BY FACE OR NAME, IT'S A TESTIMONIAL



FULL FACE PHOTO



FULL FACE VIDEO

SO GOOD TO SEE
@KYLIEJENNER
FOR HER
LIP FILLER
TODAY!

TAGGED WITH THEIR SOCIAL MEDIA HANDLE

TESTIMONIALS ABOUT THE RESULTS OF MEDICAL TREATMENTS ARE BANNED



ABLATIVE LASER



PRP



INJECTABLES

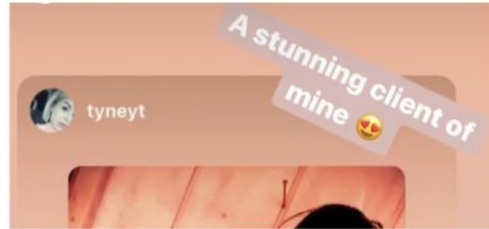


SCLEROTHERAPY

TESTIMONIALS



YOU CAN'T SOLICIT TESTIMONIALS



YOU CAN'T ENCOURAGE PATIENTS TO POST ON SOCIAL MEDIA

YOU CAN'T SHARE PATIENT POSTS ON YOUR SOCIAL MEDIA

TESTIMONIALS



REVIEWS UNDER YOUR CONTROL ARE TESTIMONIALS



YOU CAN'T ASK PATIENTS TO DO REVIEWS



FACEBOOK REVIEWS MUST BE TURNED OFF



GOOGLE REVIEWS AREN'T UNDER YOUR CONTROL AND CAN'T BE TURNED OFF

TESTIMONIALS



**Beauty therapy
treatments**



Skincare



Nice receptionist

PROBABLY OK BUT CHECK WITH TAPS FIRST

INFLUENCERS

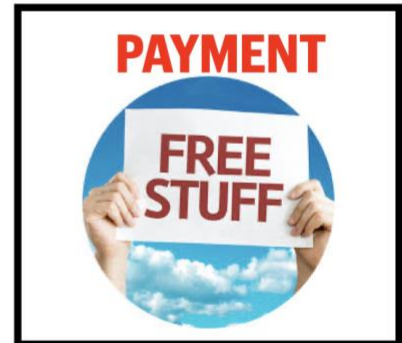
WHEN IS A SOCIAL MEDIA POST AN AD?



IF THE CLINIC
HAS A SAY
OVER CONTENT

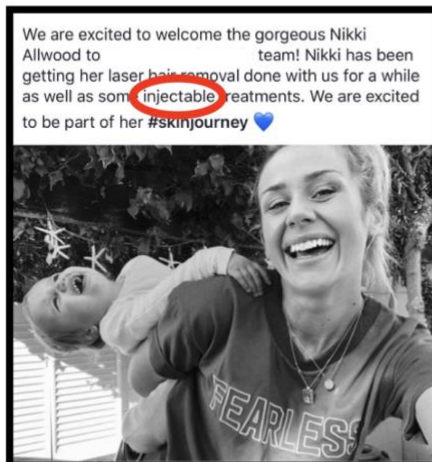


IF THE INTENT OF
THE POST IS TO
PROMOTE THE CLINIC

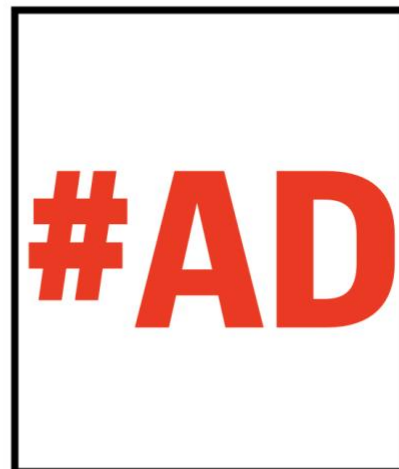


IF THE INFLUENCER
RECEIVED PAYMENT,
FREE PRODUCT
OR SERVICES

INFLUENCERS

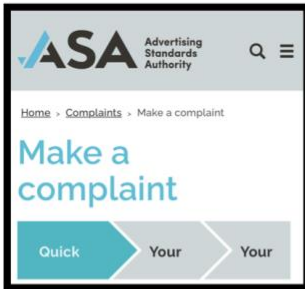


YOU CAN'T USE INFLUENCERS
FOR INJECTABLES



#AD MUST BE DISPLAYED IF THERE WAS
PAYMENT, FREE PRODUCT OR SERVICES

HOW DO I REPORT A BREACH?



ASA COMPLAINTS
WWW.ASA.CO.NZ/COMPLAINTS



NZSCM
NZSCM@NZSCM.CO.NZ



**MEDICAL/DENTAL/NURSING
COUNCIL**



CANN
INFO@CANN.CO.NZ

RESOURCES



WWW.NZSCM.CO.NZ/ADVERTISING-REGULATIONS

- 1. THIS DOCUMENT**
- 2. MANDATORY STATEMENTS**
- 3. BOTULINUM TOXIN AD CHECKLIST**
- 4. LINKS TO MCNZ, ASA AND TAPS**