

### **New advice from TAPS and Medsafe**

Over recent months, I've collected new "case-by-case" advice from TAPS and Medsafe. Here's a summary.

### **New Short Mandatories for Social Media**

Great news - TAPS have provided shorter mandatory statements for Botox, Dysport, Restylane and Juvederm to use on social media where space is a premium. If you need statements for other products, then I'm sure TAPS would be happy to provide them.

### **How Visible Should Mandatory Statements Be?**

TAPS say the mandatory statement must be easily readable without needing to expand the font, like mobile devices allow. So, you can't put it in a tiny wee font on your post to save space. The font size must be similar to the actual brand name.

### **Hashtags**

If you're a #brandname #hashtag fan on Instagram but struggle to fit all the mandatories in the caption, you can post the hashtag in the comments instead, with the mandatory right beside it.

### **Stories Need Mandatories Too**

If you use a brand name in your story on Facebook or Instagram, the mandatory needs to go in too. The new short ones are invaluable here.

### **Off-label mention change**

Previously we could mention off-label use using the generic term "botulinum toxin". However, because no toxins are approved for lower face, Medsafe and TAPS say we are not allowed to publicise it at all, even using the words "anti-wrinkle injection" or similar. This includes lips, neck, chin, masseter, bruxism and gummy smile. Sorry!

### **Full-face photos change**

TAPS have recently advised that full face photos are considered to be a testimonial if the patient is identifiable, so the eyes should be covered or blurred. Alternatively, you may show a cropped part of the face. Full-face photos are still permissible if directed at healthcare practitioners.

### **Checking old posts**

As you can see, TAPS and Medsafe have tweaked their views on what's acceptable recently. It's quite possible you have old posts or website pages that are no longer compliant. Feel free to scroll back, check and edit where needed. The only time your advertising gets closely scrutinised by NZSCM is at your practise visit. All other times, breaches can go unnoticed unless another practitioner sends an alert to us.

### **Well done**

I'd like to finish by saying how proud I am of our members for their high standards and ethical approach. We really do set the gold standard for non-surgical cosmetic procedures. Well done everyone.