



THE HON CHRISTOPHER PYNE MP

Assistant Minister for Health and Ageing

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Therapeutics products endorsements by doctors to be banned

The Australian Government will take immediate steps to amend the Therapeutic Goods Advertising Code to stop health professionals, including doctors, endorsing therapeutic products in advertisements direct to consumers, the Assistant Minister for Health and Ageing, Christopher Pyne, announced today.

“In August 2005, on the recommendation of the Interim Advertising Council, which had been established to develop a trans Tasman advertising scheme, amendments were made to the Code to allow health professionals to endorse non-prescription medicines and medical devices direct to consumers,” Mr Pyne said.

“However, I, along with many health and consumer organisations, including the AMA, believe that it is entirely inappropriate for health care professionals to be lending their support to health products. This could lead to consumers thinking these products are superior to similar medicines on the market.

“I asked the Therapeutic Goods Advertising Code Council to look at this issue. Today it has recommended to me that this practice be banned.

“I will be taking action to have this section of the Advertising Code amended as soon as possible in the best interests of consumers, who should not be inappropriately influenced through endorsements by doctors and other health professionals,” Mr Pyne said.

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