

## NZSCM Botulinum Toxin Advertising Checklist June 2021

Are you promoting your services with a magazine ad, signage, a billboard, a website or social media posts? All these things are considered advertising and must follow the law.

NZ's advertising regulator is the Advertising Standards Authority (ASA). They ensure all advertisements are legal, truthful and socially responsible.

The ASA has the power to censure an advertiser in the event of a complaint.

There are extra rules on the advertising of medicines, which is called "therapeutic advertising".

The rules for therapeutic advertising are complicated, so there's a paid service to check your ad is legal before you publish it, called the "Therapeutic Advertising Pre-Vetting Service" (TAPS).

Alternatively, you can also learn the therapeutic advertising regulations yourself.

To help you, NZSCM has developed a checklist for advertising botulinum toxin to make sure you're legal.

### 1. Is the medicine registered in NZ?

YES - go to question 2.

NO - do not mention it. For example, Neuronox is a Korean brand of botulinum toxin. It is not registered in NZ. You can't describe the use of Neuronox to treat wrinkles.

### 2. Do you only mention approved uses of botulinum toxin?

Unapproved or "off-label" use cannot be mentioned.

YES - go to question 3

NO - edit your text or diagram to include only upper face use. All lower face uses are "off-label" and cannot be mentioned.

#### Approved Cosmetic Indications for Botox

- the treatment of upper facial rhytides, including forehead, crow's feet and glabellar lines
- axillary hyperhidrosis

#### Approved Cosmetic Indications for Dysport

- Moderate to severe glabellar lines and/or lateral canthal lines (crow's feet) in adults
- Axillary hyperhidrosis

#### Approved Cosmetic Indications for Xeomin

- Upper facial lines - glabellar frown lines, lateral periorbital lines (crow's feet), horizontal forehead lines

### 3. Are you using the brand name Botox, Dysport or Xeomin rather than the generic name botulinum toxin?

YES - you must publish the mandatory statement in close proximity to the brand name, in easily readable font without requiring expanding. A link is not acceptable.

NO - you do not need to publish the mandatory statement. Go to question 5.

**4. Are you using the brand name in a social media post where space is a premium?**

YES - you may use the short digital mandatory statement

NO - use the full mandatory statement.

**5. All legislative requirements have now been met. Are you sure that your advertisement complies and is truthful and socially responsible?**

YES - Publish.

NO - If you're not fully confident, seek further advice from TAPS ([www.anza.co.nz/taps](http://www.anza.co.nz/taps))