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## **MEDIA STATEMENT**

### **Review of therapeutic goods industry codes and advertising a step in the right direction**

The Australian Self-Medication Industry (ASMI), the industry body representing non-prescription consumer healthcare products today welcomed proposals by the Federal Government to better regulate the promotion of therapeutic products, and to review advertising guidelines.

The Executive Director of ASMI, Juliet Seifert said the measures outlined by the Parliamentary Secretary for Health, Mark Butler had the potential to produce a more transparent and effective approach to the promotion of medicines, including over-the-counter (OTC) healthcare products.

“ASMI has been a strong advocate of self-regulation, and its members are bound by a Code of Conduct which has been authorised by the ACCC. We are particularly pleased that the parliamentary secretary is advocating stronger self-regulation,” Ms Seifert said.

One problem is that industry codes generally only apply to members and the challenge is to achieve universal coverage and a level playing field to ensure that all sponsors abide by a set of common principles.

ASMI has been advocating a review of current advertising arrangements applicable to advertising to consumers to make the scheme more user-friendly and responsive.

“We will be working with government, consumers, healthcare professionals and industry colleagues to implement arrangements that will enhance consumer confidence in the scheme and provide greater certainty and clarity for industry,” Ms Seifert said.

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About ASMI: The Australian Self-Medication Industry (ASMI) is the peak industry body for the Australian self care industry representing consumer healthcare products including over-the-counter medicines and complementary medicines. ASMI’s mission is to promote better health through responsible self-care. This means ensuring that safe and effective self-care products are readily available to all Australians at a reasonable cost. ASMI works to encourage responsible use by consumers and an increasing role for cost-effective self-medication products as part of the broad national health strategy. [www.asmi.com.au](http://www.asmi.com.au)

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