

# Complaint to TGA: MyDNA pharmacy assistant rewards program

I allege that this program breaches S.18 of the [Therapeutic Goods Advertising Code \(No.2\) 2018](#)

“An advertisement must not offer any personal incentive to a pharmacy assistant, or any retail salesperson who is not a health professional, to recommend or supply therapeutic goods”.

The program has been advertised by:

**MyDNA**, 12 River St, South Yarra, VIC 3141, P: 1300 436 373.

**Pharmacy Daily**, Level 2 Suite 1, 64 Talavera Rd, Macquarie Park NSW 2113, P: 1300 799 220.

Screenshots of the advertisements taken 17/07/2019 follow:

The screenshot shows a website advertisement for the MyDNA Pharmacy Assistant Rewards Program. At the top, the MyDNA logo is on the left, and navigation links for 'OUR DNA TESTS', 'OUR SCIENCE', 'ABOUT US', 'FOR PHARMACISTS', 'FOR DOCTORS', and 'SHOP ONLINE' are on the right. The main heading is 'PHARMACY ASSISTANT REWARDS PROGRAM' in large blue letters. Below this, two bullet points state: 'EARN \$5 FOR EVERY myDNA VITAMINS KIT YOU SELL (MUST SELL 4 OR MORE)' and 'WIN A \$1,000 GIFT CARD IF YOU SELL THE MOST!'. To the right, there is an image of a MyDNA Vitamins kit and a Coles gift card. Below the main heading, a section titled 'YOU'VE GOT TO BE IN IT TO WIN IT' explains the program details: 'During the months of August and September 2019 assistants at any pharmacy that stocks myDNA Vitamins have the chance to earn Coles Gift Cards! Register below before Sunday 28 July!'. This section contains four icons with corresponding text: 'REGISTER BY 28 JULY' (computer icon), 'SELL BETWEEN 1 AUG - 30 SEPT' (MyDNA Vitamins logo), 'SUBMIT YOUR SALES BY 7 OCTOBER' (shopping cart icon), and 'SHOP! YOUR HARD EARNED REWARDS' (gift card icon). Below this, a section titled 'BE REWARDED \$5 FOR EVERY MYDNA VITAMINS SALE YOU MAKE' states 'Simply sell 4+ myDNA Vitamins Kits to start earning \$\$ towards a Coles Gift Card!'. To the right of this text is an image of several Coles gift cards. Further right, a section titled 'PLUS, WIN A \$1,000 COLES & MYER GIFT CARD' states 'The pharmacy assistant who registers the most myDNA Vitamins kit sales between 1 August and 30 September 2019 will win a \$1,000 Coles & Myer Gift Card!'. At the bottom of the advertisement, a large blue banner reads 'REGISTER BELOW BEFORE 28 JULY'.

<https://www.mydna.life/rewards/>

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**myDNA**  
**PHARMACY ASSISTANTS**  
**EARN REWARDS**  
**WITH myDNA VITAMINS**

**REGISTER BEFORE 28 JULY**

Terms at [www.mydna.life/rewards](http://www.mydna.life/rewards)

Sell

Win

myDNA WELLNESS & NUTRITION  
DNA TEST KIT  
VITAMINS

coles gift card

<https://pharmacydaily.com.au/newsletters/pd-for-wed-17-jul-2019/84568>

I submit that this is an **egregious breach** of an important consumer protection provision of the Code and this complaint should be assessed as **high priority**.

I ask the TGA to order this program be rescinded and ensure a prominent notice is placed in all media where the program was promoted highlighting the S.18 breach of the Code.

In addition, I ask the TGA to make a determination of the regulatory status and evidence base of the following [advertised in-vitro diagnostic tests which I could not find on the ARTG](#):

**NUTRITION & FITNESS**

myDNA WELLNESS & NUTRITION  
DNA TEST KIT  
NUTRITION FITNESS & CAFFEINE

**MYDNA PERSONALISED NUTRITION & FITNESS**

**\$99.00**

Add to cart

**VITAMINS**

myDNA WELLNESS & NUTRITION  
DNA TEST KIT  
VITAMINS


**MYDNA PERSONALISED VITAMINS**

**\$69.00**

Add to cart

<https://www.mydna.life/shop/>

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**MEDICATIONS**

MYDNA MEDICATION TEST KIT (MULTI)

**\$149.00**

Add to cart




**MEDICATIONS SINGLE**

MYDNA MEDICATION TEST KIT (SINGLE)

**\$99.00**

Add to cart

<https://www.mydna.life/shop/>



**NUTRITION & FITNESS**

MYDNA PERSONALISED NUTRITION & FITNESS

**\$99.00**

- Personalised insights for Nutrition, Fitness & Caffeine, based on your DNA results
- Information about how your body responds to diet and exercise
- Meal plan with dozens of recipes suited to your DNA
- Eight-week fitness plan
- Tools to turn your insights into action – diary, shopping list, detailed nutritional breakdown for meal prepping, and more!
- Everything available 24/7 at the touch of a button on your secure online myDNA portal.

myDNA tests do not analyse any genetic factors which may or may not predispose you to allergies or food intolerances

1 Add to cart

SKU: SI-MY-0088  
Category: [Lifestyle](#)

<https://www.mydna.life/product/mydna-diet-fitness-test-kit/>



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**VITAMINS**

## MYDNA PERSONALISED VITAMINS

**\$69.00**


- Personalised insights for your unique DNA
- We analyse your body's potential needs for Vitamins A, B6, B9, B12, C, D, as well as Calcium, Iron and Omega-3
- Your predisposition to low vitamin and mineral levels
- Easy-to-action food guide to maintain optimum vitamin and mineral levels
- Everything available 24/7 at the touch of a button on your secure myDNA portal

The Vitamin insights explain your underlying vitamin and mineral needs, based on your DNA. Therefore it cannot reveal the exact levels of vitamins and minerals that are currently in your body. This can only be assessed by healthcare professional using a blood test.

1 [Add to cart](#)

SKU: SI-MY-0104  
Category: [Lifestyle](#)

<https://www.mydna.life/product/mydna-vitamins-test-kit/>



**MEDICATIONS**

## MYDNA MEDICATION TEST KIT (MULTI)

**\$149.00**

- Personalised report based on your DNA results which includes all medications currently covered by myDNA
- Information about your body's expected response to certain prescribed medication(s), based on your DNA test results
- Discover what your genetic makeup means for how your body processes certain medications
- Includes prescribing considerations for your doctor, based on your individual results
- Lifetime relevance- receive online access to the results for your future reference, following report delivery by your nominated health professional
- Visit a supporting pharmacy or contact us to learn more and find out if your medication is covered.

Please note that we'll deliver your report directly to your nominated healthcare professional. You will have ongoing access to your report after you have had a consultation with your doctor or pharmacist.

1 [Add to cart](#)

SKU: SI-MY-0049  
Category: [Medication](#)

<https://www.mydna.life/product/mydna-medication-test-kit-single/>

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**CONFUSED BY WHICH VITAMINS YOUR BODY ACTUALLY NEEDS?**

**myDNA PERSONALISED VITAMINS**

BUY NOW FOR \$69

**USE YOUR DNA TO PERSONALISE YOUR VITAMINS**

- Find out which vitamins and minerals should be your core focus
- Learn how your lifestyle might impact your micronutrient needs
- Mitigate potential risks related to low vitamin or mineral levels
- Take action to maintain optimal levels, including the foods you can introduce to your diet

**HOW DO 14 GENES AFFECT YOUR NUTRITION AND FITNESS? DOWNLOAD YOUR FREE GUIDE.**

NAME (required)

EMAIL (required)

DOWNLOAD

myDNA Privacy Policy - We promise to keep your email address safe

**UNDERSTAND MORE ABOUT YOUR BODY'S MICRONUTRIENT N**

- We test 15 genetic markers that provide information regarding your needs for 9 micronutrients including Vitamins A, B6, B12, C Folate, Calcium, Iron and Omega-3.
- You receive clear results with an easy-to-action food guide to maintain optimal vitamin and mineral levels
- Your vitamin insights are available 24/7 at the touch of a button on your secure online myDNA portal

PERSONALISE YOUR VITAMINS TODAY - \$69

<https://www.mydna.life/vitamins-report/>

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