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".

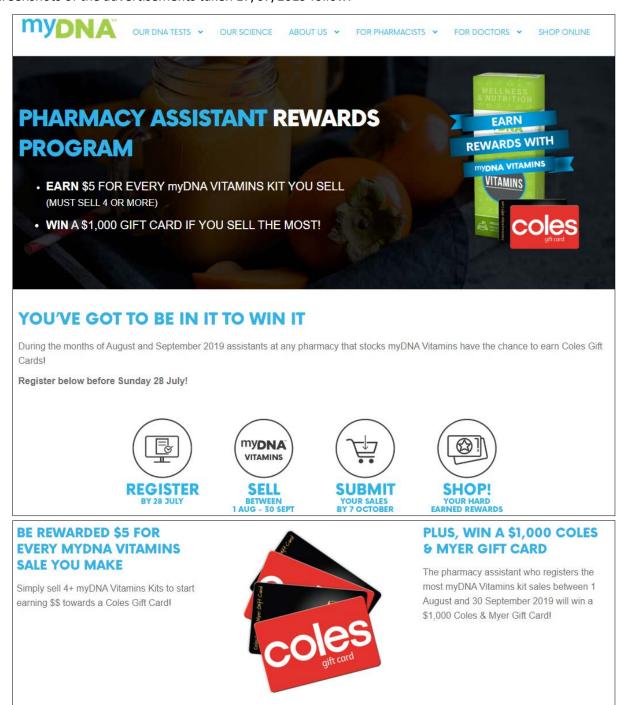
The program has been advertised by:

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:

**REGISTER BELOW BEFORE 28 JULY** 



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

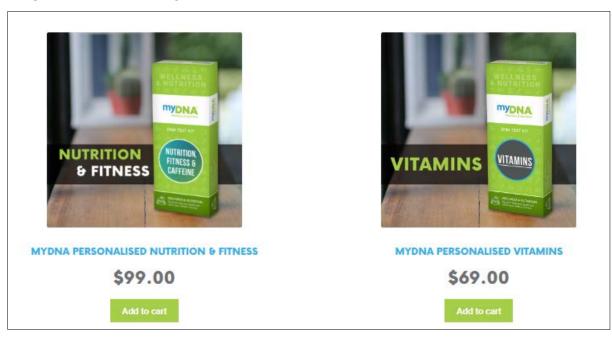


https://pharmacydaily.com.au/newsletters/pd-for-wed-17-jul-2019/84568

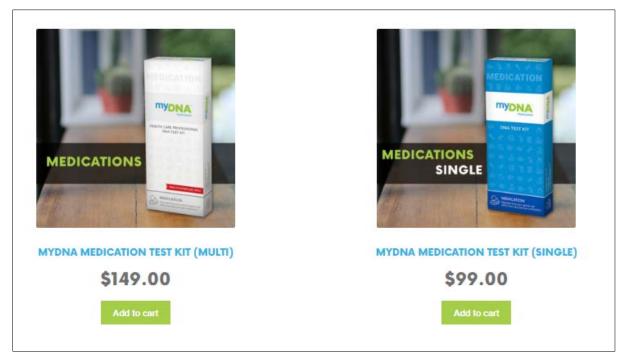
I submit that this is an **egregious breach** of an important consumer protection provision of the Code and this complaint should be assessed as **high priority**.

I ask the TGA to order this program be rescinded and ensure a prominent notice is placed in all media where the program was promoted highlighting the S.18 breach of the Code.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



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



### https://www.mydna.life/shop/



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















## 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: <u>Lifestyle</u>

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



# 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
- 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.

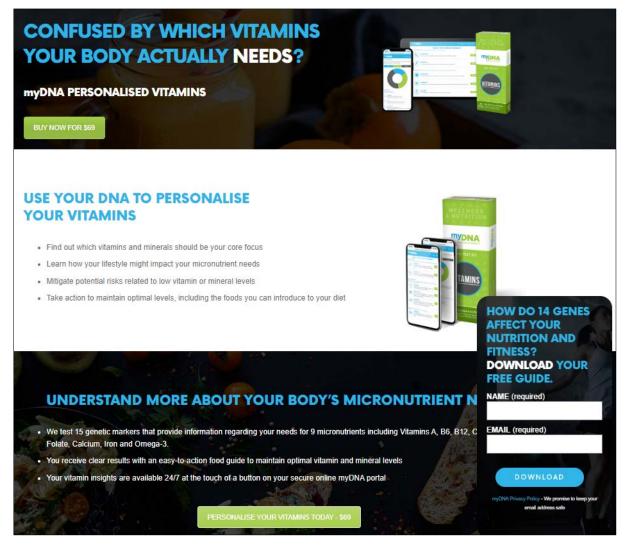
Please note that we'll deliver your report directly to your nominated healthcare professional. You will have ongoing access to your report after you have had a consultation with your doctor or pharmacist.

1

Add to cart

SKU: SI-MY-0049 Category: <u>Medication</u>

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



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

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18 July 2019