Australian Government
Department of Health and Aged Care
Therapeutic Goods Administration

Advertising COVID-19 rapid antigen tests

Guidance

Find information about advertising COVID-19 rapid tests.

Last updated: 8 February 2022

Requirements for advertising

Advertisers of rapid antigen tests, including suppliers of COVID-19 rapid antigen tests and testing service providers, must ensure that any advertising is compliant with the *Therapeutic Goods Advertising Code* (the Advertising Code) and the conditions imposed on the supply and use of rapid antigen tests.

The TGA has published a permission under section 42DK of the *Therapeutic Goods Act 1989* that specifies what must and must not be said when advertising COVID-19 rapid antigen tests to consumers (which includes businesses and organisations).

- Therapeutic Goods (Restricted Representations—COVID-19 Rapid Antigen Tests) Permission (No. 2) 2022

The TGA has also published a permission under section 42DK of the *Therapeutic Goods Act 1989* allowing government agency public health campaigns to advertise COVID-19 tests.

- Therapeutic Goods (Restricted Representations-Government Health Campaigns) (COVID 19 Tests) Permission 2022

Guidance for advertising COVID-19 rapid antigen tests

We have published guidance which explains how parties can lawfully advertise COVID-19 rapid antigen point-of-care tests for use by or under the supervision of a relevant health practitioner, or COVID-19 rapid antigen self-tests for supply to consumers for home use testing, and meet the requirements set out in the advertising permission.

- Advertising COVID-19 Rapid Antigen Tests

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