

Complaint to TGA: 14 Day Smart Cleanse

Publications:

- <https://smartcleanse.com.au/>
- <https://www.superpharmacy.com.au/brands/smart-cleanse>
- <http://freshstart.com.au/dietary-supplements.html>
- Etc.

Date/Edition: 19/09/2018

Product: ARTG: 74970 NEW LIFE HEALTH PRODUCTS LIVER TONIC (Silybum marianum 85.71mg)

Claims:

- “Herbs to eliminate intestinal parasites”
- “Scientifically Formulated and Unique Formulations that get results”
- “3 X the therapeutic potency of other practitioner brands”

A search of PubMed found no evidence to support the claim of eliminating parasites.¹ Also, I can find no evidence to support the claims, “Scientifically Formulated and Unique Formulations that get results”. Finally, the claim “3 X the potency of other brands” lacks evidence and is an unfair comparison.

Conclusion:

I allege this advertisement breaches the Therapeutic Goods Act 1989, s.22(5) and the Therapeutic Goods Advertising Code 2015, s.4(1)(a), 4(1)(b), 4(2)(a), 4(2)(c), 4(2)(d), 4(2)(e), 4(5) and 6(3)(c)(d).

Dr Ken Harvey AM
Associate Professor
School of Public Health and Preventive Medicine, Monash University
Mobile: +61 419181910

Email: kenneth.harvey@monash.edu

20 September 2018

Acknowledgment

This advertisement was selected by a Monash BMS3052 student for their WAM assignment.

Screen shots follow:

¹ <https://www.ncbi.nlm.nih.gov/pubmed/?term=Silybum+marianum+intestinal+parasites>

Complaint to TGA: 14 Day Smart Cleanse

Smart Cleanse

Home 14 Day Smart Cleanse Store About Testimonials Press Blog Videos FAQ Contact

Step 1 **Weed**
Support the gastrointestinal system with:

- ✓ fibre to aid elimination
- ✓ herbs to eliminate intestinal parasites

Read More

Smart Cleanse

Home 14 Day Smart Cleanse Store About Testimonials Press Blog Videos FAQ Contact

Step 2 **Seed**
Support the gastrointestinal system with:

- ✓ fibre to aid elimination
- ✓ herbs to eliminate intestinal parasites

Read More

Smart Cleanse

Home 14 Day Smart Cleanse Store About Testimonials Press Blog Videos FAQ Contact


Step 3 **Feed**
Support the gastrointestinal system with:


- ✓ fibre to aid elimination
- ✓ herbs to eliminate intestinal parasites


Read More


<https://smartcleanse.com.au/>


Complaint to TGA: 14 Day Smart Cleanse


 **CERTIFIED ORGANIC**


 **LOW ALLERGY**

 **GLUTEN FREE**

 **DAIRY FREE**

 **PRESERVATIVE FREE**


 **NUT FREE**



Finally a Detox Kit that both Practitioner Strength and Organic

- ✔ Practitioner Grade and Organic
- ✔ Scientifically Formulated and Unique Formulations that get results
- ✔ Benefits of certified organic ingredients
- ✔ Based on Naturopathic Principles Weed, Seed and Feed.
- ✔ Naturally Flavoured and Easy to Follow Steps
- ✔ 3 X the therapeutic potency of other practitioner brands
- ✔ 100% Money Back Guarantee (*Terms and Conditions Apply)
* Read More

BUY NOW

 **MONEY BACK GUARANTEE**

<https://smartcleanse.com.au/>



Australian Government
Department of Health
 Therapeutic Goods Administration

Public Summary

Summary for ARTG Entry: 74970 NEW LIFE HEALTH PRODUCTS LIVER TONIC Silybum marianum 85.71mg Tablet - film coated bottle

ARTG entry for Medicine Listed
Sponsor Evergrowth Pty Ltd
Postal Address PO Box 159, COOPERS PLAINS, QLD, 4108
 Australia
ARTG Start Date 23/06/2000
Product category Medicine
Status Active
Approval area Listed Medicines

Conditions

Except where the sponsor has been contracted by an overseas party to manufacturer the goods and that party will be responsible for placing the goods on the market in countries other than Australia, the sponsor must have and shall retain, while the goods remain listed, evidence necessary to substantiate and support the accuracy of the indications in relation to the listed goods, and upon the request of the Head, Office of Prescription Medicines Authorisation Branch, Therapeutic Goods Administration, shall produce such evidence to this officer.

A copy of a signed and dated certificate of analysis, which is not more than six months old, for the first batch of goods manufactured is to be provided to the Head, Listing Treaties & Export Section, Chemical & Non Prescription Drug Branch within six months of the date of supply of the goods.

The conditions applying to these goods when they are exported from Australia are given below:

Conditions applicable to all therapeutic goods as specified in the document "Standard Conditions Applying to Registered or Listed Therapeutic Goods Under Section 28 of the Therapeutic Goods Act 1989" effective 1 July 1995, other than condition No. 8 and condition No. 9.

Conditions applicable to the relevant category and class of therapeutic goods as specified in the document "Standard Conditions Applying to Registered or Listed Therapeutic Goods Under Section 28 of the Therapeutic Goods Act 1989" effective 1 July 1995, other than condition No.11

Conditions applicable to all therapeutic goods as specified in the document "Standard Conditions Applying to Registered or Listed Therapeutic Goods Under Section 28 of the Therapeutic Goods Act 1989" effective 1 July 1995.

Conditions applicable to the relevant category and class of therapeutic goods as specified in the document "Standard Conditions Applying to Registered or Listed Therapeutic Goods Under Section 28 of the Therapeutic Goods Act 1989" effective 1 July 1995.

Products

1. NEW LIFE HEALTH PRODUCTS LIVER TONIC

Product Type	Single Medicine Product	Effective date	3/07/2002
---------------------	-------------------------	-----------------------	-----------

Permitted Indications

No Permitted Indications included on Record

Indication Requirements

No Indication Requirements included on Record

Standard Indications

No Standard Indications included on Record

Specific Indications

Milk Thistle contains a group of three potent and active flavanolignans collectively known as silybin. New Life Health Products Liver Tonic is made using a standardised herbal extract of Silybum marianum, which guarantees potency and consistent activity. Milk Thistle has been traditionally used as general, and in particular a liver tonic and helps maintain healthy digestive function. It works in a number of ways to help maintain liver health, and as an antioxidant and free radical scavenger helping cleanse and detoxify the liver. New Life Health Products Liver Tonic helps maintain healthy digestive function and is useful for the relief of symptoms of dyspeptic and liver complaints.

Warnings

No Warnings included on Record

Additional Product information

Container information

Type	Material	Life Time	Temperature	Closure	Conditions
Bottle	Not recorded	2 Years	Store below 30 degrees Celsius	Not recorded	Not recorded

Pack Size/Poison information

Pack Size	Poison Schedule
------------------	------------------------

Public Summary



Australian Government
Department of Health
Therapeutic Goods Administration

n/a

Not scheduled. Not considered by committee

Components

1. COMPONENT ONE

Dosage Form

Tablet, film coated

Route of Administration

Oral

Visual Identification

Small round, biconvex, beige brown mottled clear film coated tablets

Active Ingredients

Silybum marianum

85.71 mg

Equivalent: Silybum marianum (Dry)

6 g

© Commonwealth of Australia. This work is copyright. You are not permitted to re-transmit, distribute or commercialise the material without obtaining prior written approval from the Commonwealth. Further details can be found at <http://www.tga.gov.au/about/website-copyright.htm>.

Public Summary