

## Complaint to TGA - Lorna Jane Anti-bacterial (anti-viral) Activewear

This is a high priority complaint about a misleading and cynical attempt to exploit COVID-19 pandemic fears.

This product has achieved some [publicity](#) and the 'anti-virus' claim has now changed.

**LORNA JANE SHIELD**

### ANTI-VIRUS ACTIVEWEAR.

**LJ SHIELD IS HERE TO PROTECT YOU**

Odor causing bacteria, mold and infectious diseases like COVID-19 can remain on hard surfaces for up to 96 hours, but with our new fabric treatment, LJSHIELD, they cannot be transferred to your Activewear.

**METAL**  
UP TO 72 HOURS

**GLASS**  
UP TO 96 HOURS

**OTHER ACTIVEWEAR**

**ACTIVEWEAR WITH LJ SHIELD**

**SAFE, SUSTAINABLE, PERMANENT**

LJSHIELD is applied with a non-toxic, water-based mist. The LJSHIELD particles permanently adhere to the fabric. Viruses and bacteria that come into contact with these particles have their outer shells pierced and they die.

LJSHIELD is exclusive to Lorna Jane and you will see it on products from July 2020

<https://www.smh.com.au/business/consumer-affairs/lorna-jane-forced-to-rebrand-clothing-line-it-s-pruiked-as-anti-virus-20200716-p55cmi.html>

The product is a breach of section 42DL(12), 42DLB(9) of the Therapeutic Goods Act 1989 (Compilation 72, 2019); and sections 9 (a), 9 (b), 10 (a), 12(5), and 15 of the Therapeutic Goods Advertising Code (No.2) 2018.

Their latest advertisement states (screen shots appended),

- 'Lorna Jane Shield | ANTI-BACTERIAL ACTIVEWEAR'
- 'This Lorna Jane exclusive technology is a permanent, chemical-free shield that prevents and protects against odour causing bacteria and mould.'
- 'LJ Shield is sprayed onto the fabric as a light weight mist and permanently adheres to surface of the material to act as a shield of protection for you. LJ Shield breaks through the membrane shell of bacteria or germs that come into contact with it, not only killing that microbe but preventing it from multiplying into anymore'.
- 'We don't want to alarm you but we have been avoiding germs long before **COVID-19**' (our emphasis).
- 'For further information from our tech partner, please click [here](#).

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This links to: <http://fuzebiotech.com/> which still mentions 'virus' and 'infectious disease'.

This site also has [in-vitro test results](#) that do not appear to have been published in a scientific journal, and are [concealed behind a paywall](#)

Most Australians [don't know the difference](#) between viral and bacterial infections.

The clear message of this advertisements and the associated link is that these garments protect against SARS-CoV-2 virus. This is an exploitation of current public health concerns and should be dealt with immediately. The Lorna Jane company should be fined and a retraction ordered on the relevant product advertisements.

Screen shots taken 16/07/2020



The health and wellness of our people and our customers has always been our #1 priority. From designing inspiring Activewear that motivates and empowers women to be more active throughout their day, to now launching a world first in protective technology - Anti-bacterial Activewear that is exclusive to Lorna Jane.

## WHAT IS LJ SHIELD?



SAFE



PERMANENT



SUSTAINABLE

This Lorna Jane exclusive technology is a permanent, chemical-free shield that prevents and protects against odour causing bacteria and mould.

It is applied as a water-based, non toxic mist and permanently adheres to our garments. Any bacteria that comes in contact with the fabric is terminated when it comes in touch with the LJ Shield particles.

Did you know?

- In the space of 24 hours, 1 microbe of bacteria multiplies into 7 million!
- Trying on clothing that has been touched or tried on by someone else can expose you to being contaminated by bacteria and germs.

<https://www.lornajane.com.au/first-wear-initiative>

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## HOW DOES IT WORK?

LJ Shield is sprayed onto the fabric as a light weight mist and permanently adheres to surface of the material to act as a shield of protection for you.

LJ Shield breaks through the membrane shell of bacteria or germs that come into contact with it, not only killing that microbe but preventing it from multiplying into anymore.

For further information from our tech partner, please [click here](#).

## OTHER BENEFITS

Aside from keeping you protected against bacteria and germs, LJ Shield enhances some of the technical properties that already exist in our garments.



STOPS  
THE SPREAD



ODOR  
CONTROL



HYPER  
EVAPORATION



COOLING



UVA/UVB  
PROTECTION

We don't want to alarm you but we've been avoiding germs since way before the COVID-19



**YOUR FIRST WEAR IS THE FIRST WEAR**

<https://www.lornajane.com.au/first-wear-initiative>

A virus cannot live for long on any surface without a host such as bacteria, microorganisms, mold or fungus.

***Fuze kills these hosts for over 6 months.***

<http://fuzebiotech.com/>

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## WHY USE FUZE?



FUZE is a permanent, chemical-free technology that can be applied to any surface or textile to prevent and protect against odor causing bacteria, mold and infectious diseases. Dedicated to sustainability, only a small amount of FUZE is applied during a light misting process at either the factory or the consumer level, causing no harmful effects to you or the environment.

<http://fuzebiotech.com/>