

Tonic Health Media Limited (Tonic) was developed to communicate health information to consumers and supplement the range of information provided within the limits of traditional consultation. We know how important it is for clinicians and healthcare services to trust that their patients are receiving accurate, unbiased information based on sound evidence of effectiveness and/or appropriateness for the New Zealand healthcare environment. As such, we take our responsibility to your patients seriously and are committed to ethical standards in the acceptance of advertising for the Tonic network.

Tonic's business model relies on a combination of revenue from sponsorship and advertising from government, non-government, and commercial sources, and production of content. We aim to create a 'real TV' experience for viewers that is engaging and captures their attention, and advertising is also a key element in creating the look and feel of real TV.

Tonic's content complies with the requirements for the provision of health information to patients as set out by the New Zealand Ministry of Health, Medsafe, and the Advertising Standards Authority (ASA) Advertising Codes.

Accordingly, Tonic applies the following Guidelines in the acceptance (and rejection) of advertising or sponsorship campaigns for broadcast:

What you won't see:

1. Product advertising that is inconsistent with a healthy lifestyle, such as but not limited to:
 - High-calorie and/or high-energy food and beverages, including alcohol;
 - Unhealthy lifestyle and/or food advertising targeting children.
2. Gambling advertising.
3. Advertising for non-prescription medications or products for which there is limited evidence of efficacy.
4. Advertising for products claiming a therapeutic benefit not supported by reasonable evidence or not likely to be supported by the General Practice fraternity.
5. Any products or services that have had an adverse ruling from Medsafe, the ASA, or other professional bodies.

What you may see:

6. Advertisements for prescription medications:
 - These must comply with the Medicines Act 1981, Medicines Regulations 1984, and ASA Therapeutic and Health Advertising Code.
 - Advertisements must provide a balanced view, include clear safety information, and avoid exaggerating benefits or encouraging inappropriate use.
7. Advertisements for allied health services such as dentistry, physiotherapy, optometry, or pharmacy.
8. Advertisements for weight control products and services that are evidence-based and promote a balanced diet and increased physical activity (e.g., WW, Jenny Craig).
9. OTC (over-the-counter) / non-prescription medications that are supported by a reasonable evidence base (such as paracetamol).
10. Disease awareness and public service campaigns, including but not limited to:
 - Government campaigns (e.g., smoking cessation, responsible use of alcohol, immunisation).
 - Not-for-profit organisations (e.g., Heart Foundation, Arthritis NZ).
 - Charitable organisations (e.g., Salvation Army, WWF, Care NZ, Oxfam).
11. Non-health-related advertising, including but not limited to:
 - Food and beverages that do not fall into the high-calorie/high-energy or unhealthy categories.
 - Banking, insurance, workers' compensation, and legal services.
 - Retailers (e.g., Woolworths, Pak'nSave, The Warehouse) for products that fall within these guidelines.
 - Personal care products that do not make unsubstantiated therapeutic claims.
 - Fashion and related products that do not promote unhealthy body types.
 - Car advertisements that do not promote speed or irresponsible driving.
 - Educational institutions, products, and training.

Tonic accepts that it cannot foresee all potential issues with advertising, and where an advertisement is broadcast that is not acceptable to the practice clinicians or patients, Tonic encourages practices to contact us directly. In keeping with our internal complaint management procedures, Tonic commits to reviewing all feedback promptly and providing a response and relevant actions as soon as practicable. This may include removal of the advertisement/sponsored content where appropriate, or feedback as to the reasons for leaving the content on broadcast.

Tonic may contact practices in advertising campaign areas from time to time to seek feedback and/or acceptance for advertising that may not easily be categorised within these Ethical Advertising Guidelines.