

## 8. Testimonials

- (a) Testimonials used in advertising must be obtained only from actual users of the product and be published only with their authorization.
- (b) Testimonials must be confined to statements of actual experience with the product and not include statements which exceed reasonable expectations of product results.

## 9. Good Taste

Advertisers should make every effort to insure that advertising is free of statements, illustrations, or implications which are offensive to good taste.

## 10. New, Improved

- (a) Advertising must not use the word "new" to describe a product, unless it is a new brand or one that has had a qualitative change in one or more active ingredients. The use of "new" must be limited to a period of time, usually not to exceed one year.
- (b) Advertising must not use the word "improved" unless the change in an existing product is one beneficial to the consumer. The use of "improved" must be limited to a period of time, usually not to exceed one year.

# CODE ADMINISTRATION

## 11. Enforcement and Jurisdiction

The enforcement bodies for this Code will be The Advertising Standards Council (English) and Le Conseil des Normes de la Publicite (French) or a committee of these. The Council/Conseil is the self-regulatory arm established by the Canadian Advertising Advisory Board.

## 12. Pre-clearance and Consultation

Advertisers may submit layouts, texts or storyboards to the Council/Conseil for pre-clearance on a consultative basis. This may be particularly helpful with television advertising when the time and expense involved in creating

the finished commercial is considerable. The pre-clearance fee is \$50.00 for advertisers that are not regular supporters of the Board, \$25.00 for advertisers that are regular supporters.

## 13. Inquiries and Complaints

- (a) Inquiries and comments about the Code and complaints regarding alleged violations should be made to The Advertising Standards Council, 1240 Bay Street, Suite 302, Toronto, Ontario M5R 2A7 or to Le Conseil des Normes de la Publicite, Case Postale 35, Succ. Mont-Royal, Montreal 304, Quebec.
- (b) Any member of the public may submit a complaint to the Council/Conseil, but telephone complaints will not be acted upon unless confirmed in writing.

## 14. Enforcement Procedure

If the Council/Conseil finds that an advertisement is in the breach of the Code, the advertiser will be notified and asked to amend or withdraw the message. Should such corrective action not be taken, the appropriate media will be notified that the advertising is not acceptable.

## 15. Effective Date

This Code applies to all advertising for non-prescription medicines produced after January 1, 1975. Advertising produced prior to that period that does not conform to the Code, will, unless deemed dangerous or actually deceptive, be permitted to run until September 1, 1975.

---

The following organizations agree to abide by the Code of Consumer Advertising Practices for Non-Prescription Medicines:

Association of Canadian Advertisers, Inc.  
Canadian Association of Broadcasters  
CTV Television Network  
Institute of Canadian Advertising  
Magazine Association of Canada  
Outdoor Advertising Association of Canada

The code has also been endorsed in principle by the Canadian Broadcasting Corporation.