

TAPS | therapeutic advertising pre-vetting service

GUIDELINE 8 NHPaDS	Guideline for Claims Relating to the use of Colloidal Silver products
Last Updated	December 2016
What kind of product is this guideline for?	Colloidal Silver Products for ingestion or absorption through the skin
What is the purpose of this guideline?	To provide background and guidance on advertising these products in New Zealand.

BACKGROUND

- In New Zealand, Colloidal Silver preparations containing more than 10 parts per million (ppm) are prescription medicines. These products must be evaluated by Medsafe and consent to distribute must be obtained prior to selling or advertising them.
- Preparations at a concentration of 10ppm or less of Colloidal Silver are able to be sold as Dietary Supplements.
- Dietary Supplements must comply with the labelling requirements of the Dietary Supplements Regulations and advertising must comply with these regulations and the Medicines Act.
- This Guideline needs to be read in conjunction with the following TAPS Guidelines as these Guidelines provide background information on the advertising of Dietary Supplements that is not repeated in this Colloidal Silver Guideline.
 - Guideline No. 1 - Therapeutic Purpose Claims on labels and in advertising
 - Guideline No. 2 - Definition of 'Disease' as per the Medicines Act 1981
 - Guideline No. 7 - Checklist for the development and compliance of advertisements for Natural Health Products and Dietary Supplements

Therapeutic Claims in advertisements that are likely to breach the Medicines Act, Dietary Supplements Regulations and the ASA Therapeutic and Health Advertising Code

The type of claims that would classify these products as Medicines and would therefore not be acceptable in advertisements for Colloidal Silver as a Dietary Supplement are as follows:-

- Kills Bacteria, Viruses and Fungi
- Colloidal Silver is nature's antibiotic
- Works like an antibiotic
- Nature's antibiotic, antifungal and antiviral treatment
- A natural anti-inflammatory
- Treats food poisoning
- Makes the immune system work better
- Cures infections

Claims in advertisements that are likely to be acceptable

- Nature's support
- Nature's cleanser
- Nature's helper
- Support for the body's natural immune system
- Helps to support the body's defenses and immune response
- Supports the body's natural immune system
- Supports the body's immune system and natural defenses for natural healing
- Supports the body's natural healing ability
- Supports the immune defenses for winter Chills and ills
- Suitable for overall skin health and supports natural skin healing
- Supports a healthy digestive system

Safety

The ASA [Therapeutic and Health Advertising Code](#) prevents an absolute claim for safety from any therapeutic or health product. Phrases that may be acceptable for Colloidal Silver are as follows;

- No known drug interactions
- No known serious side effects when taken as directed
- Very well tolerated
- Suitable for the whole family

Warning Statement

Because there is the possibility of build up with long term use (argyria), TAPS advises advertisers of Colloidal Silver products to include the following warning statements (in addition to the statements required by the ASA [Therapeutic and Health Advertising Code](#))

- This product should not be taken continuously for long periods of time.
- If you are pregnant or breast feeding consult your doctor first.