



College of  
TRADITIONAL  
CHINESE MEDICINE  
PRACTITIONERS +  
ACUPUNCTURISTS  
of British Columbia

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# PRACTICE GUIDELINE

## Advertising and Marketing Claims Regarding COVID-19

March 25, 2020

### Advertising and Marketing

Registrants must adhere to the [Code of Ethics](#) and are responsible to the public to provide information that is fair, accurate and objective. Advertising and marketing of services and/or products must be compliant with [section 92 of the College Bylaws](#). Registrants must not make claims that overstate or embellish the efficacy of therapies and/or products that could be reasonably seen to be misleading.

### Claims Regarding COVID-19

[The Public Health Agency of Canada](#) has not approved any products or therapies to prevent, treat or cure COVID-19. Furthermore, the Clinical Reference Group (CRG), supporting the BC Centre for Disease Control and the Ministry of Health, has issued a [recommendation against the use of unproven therapies](#), including traditional Chinese medicines, outside of clinical trials due to the lack of data to better inform practice and ensure patient and public safety. To that end, any advertising and marketing that goes beyond information made available by the public health authorities will be taken seriously. This includes advertising treatment and/or products that implicate prevention of COVID-19 infection by way of boosting the immune system. Any false or misleading claims regarding products or therapies to prevent, treat or cure COVID-19 are illegal and will be forwarded to the inquiry committee for investigation.

Registrants who are aware of any false or misleading claims being advertised by another registrant of the College should report them to the College by sending an email to [complaints@ctcma.bc.ca](mailto:complaints@ctcma.bc.ca).

Registrants are strongly encouraged to continue to keep informed of the evolving situation, the College's bylaws, Code of Ethics and Standard of Practice by using the resources included in the "[Communication to Registrants Regarding Coronavirus \(COVID-19\) - March 10, 2020](#)".