

Clinic fined \$127,000 for false ad claims

In an Australian-first, Wellness Enterprises Pty Limited, which traded as Australian Male Hormone Clinic, has been fined \$127,500 plus costs for 17 charges related to unlawful advertising of regulated health services.

The company has been fined \$127,500 by the Australian Health Practitioner Regulation Agency (AHPRA) for false claims published in newspapers around Australia between February and August 2017 relating to the treatment of testosterone deficiency.

BREAKTHROUGH

Hope Has Arrived For Men Over 40 With Low Testosterone

Now, as part of our national health drive, a limited number of Australian Men can get a free assessment before 19/03/17

Australian men no longer have to suffer in silence with the symptoms of low testosterone. AMHC are committed to helping Aussie men be their best and raise awareness about the symptoms and treatment for low testosterone. This is a public issue affecting men all around Australia, you are not alone and until 19/03/2017 you can claim a free consultation.

Almost 40% of men over 45 suffer from low testosterone¹

AMHC are committed to changing the stigma around low testosterone and raising awareness to stop Aussie blokes suffering in silence. We've been speaking to hundreds of men in the last month suffering alone, and it has to stop. This is why the Australian Male Hormone Clinic was created.

When men reach their 40's and beyond, their Testosterone levels² can start to drop significantly. Lower testosterone levels can cause weight gain, which increases their chances of developing type two diabetes. Weight gain also contributes to lower Testosterone levels because fat breaks down testosterone into estrogen over time. So, the more fat you have, the more testosterone your body will lose. It's an endless cycle all Aussie men want to avoid.

Studies show that only 10% of men are receiving treatment for low testosterone.³

Every Aussie male needs to be aware of the psychological side effects of low testosterone. The truth is that testosterone deficiency affects men's minds, as well as their bodies.

DO THESE SYMPTOMS SOUND FAMILIAR?

- Sleep problems
- Increased need for sleep/feeling tired
- Physical exhaustion/lacking vitality
- Decreased muscular strength
- Irritability
- Nervousness
- Depressive symptoms
- Raised cholesterol
- Erectile dysfunction
- Lowered libido
- Prostate symptoms

Low Testosterone and its mental side effects⁴ are something to be taken seriously, and discussed with your doctor.

Low testosterone levels affect men's confidence, ability to focus, and their overall mental well-being. No matter how much sleep you get, testosterone deficiency can leave you feeling mentally drained and emotionally vulnerable. Unfortunately, there has not been the awareness for men that there is for female menopause – but the two in many ways are similar.

Why This Will Work For You – No Matter What You've Tried Before

Unlike other men's health solutions, this program is based on your blood test results and hormone levels to create tailor made treatments for your body.

The Australian Male Hormone Clinic have put together a team of medical doctors, researchers, nurses and support staff to create this service for Australian blokes. These treatments are helping men to feel like men again and be their best and today, we are offering a limited number of free assessments.

Be The Alpha In The Room

Many existing treatments are ineffective because they use artificial chemical testosterone. These chemicals are foreign to your body, so they are not as effective – even potentially dangerous.

The Australian Hormone Clinic's treatment on the other hand stimulates natural testosterone production.

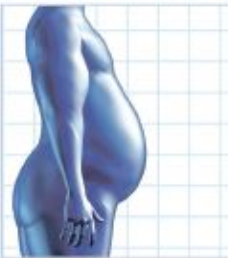
"Natural testosterone is better because your body recognizes it. It's almost like turning back the clock to your teenage years again," says Senior Consultant, Levit Ashton.

Say Goodbye To Low Testosterone

- Increase muscle size
- Wake up in the morning bursting with powerful energy
- Stay razor sharp and focused all day long
- Feel happier, younger and more alive
- Satisfy sexual partners
- Command more respect
- Burn off pudgy flab
- Restore masculinity and strength

It's easy to see why this treatment is the smart choice for men with low testosterone.

HOW ARE RESULTS LIKE THIS POSSIBLE?



BEFORE TREATMENT
Low testosterone leads to bloaty fat, poor energy and an unattractive body shape.



AFTER TREATMENT
Testosterone levels restored. Muscles tighten. Bloaty flab vanishes. Patient has more energy, more stamina and is more attractive to opposite sex.



ABOUT THE AUSTRALIAN MALE HORMONE CLINIC

The Australian Male Hormone Clinic is dedicated to helping men who suffer from the debilitating symptoms that arise from having low testosterone. With guidance from our team of experienced health professionals, AMHC treatments have helped Aussie men overcome the mental and physical side effects of testosterone deficiency. We pride ourselves on operating to the highest ethical standards at all times which has led AMHC to become one of the most respected companies in the field.

"You can see if it will help you with a **FREE ASSESSMENT**, but we can only accept a limited number of people" says Ashton.
From 8am today, the **FREE ASSESSMENT** hotline will be open. To claim your free consult simply call 1300 857 201. We will fill the spaces on a first-come, first-served basis. There is no obligation if you call and every call is confidential.



Be your best

amhc.com.au

1. Mulligan T, Frick MJ, Zarne JC, et al. Prevalence of hypogonadism in males aged at least 45 years: the HIM study. *International journal of clinical practice*. 2006;60(7):762-768.
2. Callaghan J 2015. 'Testosterone could prevent heart and diabetes disaster', BBC News, 14 March, accessed 24 September 2016. < <http://www.bbc.com/news/health-31068054> >
3. 'Male menopause is rare but not a myth', BBC News, 17 June 2010, accessed 24 September 2016 < <http://www.bbc.com/news/10118755> >
4. 'Health: Testosterone 'falls post-menopausal women'', BBC News, 14 June 1999, accessed 24 September 2016 < <http://news.bbc.co.uk/1/1/health/164802.stm> >

Advertisements made a number of claims about the benefits of treatment, including increased energy, focus, masculinity and strength, and ability to satisfy sexual partners. AHPRA challenged the validity of the claims citing best available evidence.

The ad which has been found in breach was published around the country.

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In the Downing Centre Local Court in Sydney on 3 October, the corporation was found guilty and convicted on 17 charges. Magistrate Atkinson cited the seriousness of the offences in fining the corporation \$7,500 on each charge, totalling \$127,500. The corporation was also ordered to pay court costs of \$3,000 and professional costs up to \$3,000.

This is the first time that a corporation, not an individual health practitioner, has been convicted following advertising charges brought by AHPRA under section 133 of the National Law¹.

AHPRA CEO Mr Martin Fletcher welcomed the court's decision.

'Our primary objective is to protect the public. Advertising can heavily influence a patient's decision-making around their healthcare needs and information in advertising must be accurate and based on acceptable evidence. AHPRA and the National Boards will continue to take action against unlawful advertising in the best interests of all consumers of regulated health services,' he said.

Wellness Enterprises Pty Limited was incorporated on 13 April 2016. It was placed into voluntary liquidation on 12 September 2017.