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Ad Alert

The Copy Advice team

Email: [Submit a query directly to the team through the online form.](#)

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ADVERTISING OF HERBAL POTENCY PRODUCTS

Action: Please consult Copy Advice before accepting ads for herbal potency products

This is a reissue of an Ad Alert first published in 2006 and last updated in March 2019.

The CAP Compliance team remains concerned by the continued appearance of problem ads and inserts for herbal potency pills. The ASA had upheld a number of complaints about ads that state or imply that the products are able to treat erectile dysfunction.

Neither CAP nor the ASA has seen robust scientific evidence to prove that such products can increase libido or treat sexual dysfunction. Moreover, even if the advertisers could prove that the products worked, it is likely that they would be marketing medicines without a licence.

These products should be advertised on an availability-only basis, which means that ads should not contain any direct or implied efficacy claims. Claims that products work, double-entendres or references to satisfied customers are not acceptable in the body copy or testimonials.

Please ensure you contact Copy Advice before accepting for inclusion any ads for herbal potency products.

Please consult the CAP Copy Advice team if you are unsure about ads or the Code's requirements.