

Prostate tests and supplements



CAP Enforcement Report

September 2026

About this report

CAP Enforcement Reports explain the actions CAP takes to address non-compliance in specific sectors. They also show how these actions affect overall compliance rates.

These reports use insights from our AI-based [Active Ad Monitoring system](#) (AAMs) to track ads in certain sectors.

This report examines the impact of enforcement against the irresponsible advertising of Prostate-Specific Antigen (PSA) home testing kits and prostate supplements on Meta and Google between February and July 2026. It highlights that, while the compliance rate is poor, there has been an encouraging reduction in the overall number of prostate supplement ads after these actions. It also notes an increase in compliance rates for PSA home testing ads.

Why this sector matters

Most consumers will be aware of concerns surrounding prostate health and may be attracted to supplements or PSA home testing kits that claim to offer reassurance, early detection, or health benefits. Given the potentially vulnerable audience for these products, it is important that ads for prostate supplements and PSA home tests do not mislead about their efficacy and accuracy, respectively.

Previous regulatory action

In December 2025, the ASA published [six rulings](#) in relation to prostate supplements and PSA home testing kit ads. A summary of these rulings can be found below:

Prostate supplements

These rulings concerned ads that claimed or implied prostate supplements could prevent, treat, or cure prostate-related diseases or their symptoms. The ads also made unauthorised medicinal claims for products that were not approved by the Medicines and Healthcare products Regulatory Agency (MHRA).

PSA home tests

These rulings concerned ads that claimed or implied PSA home tests could provide accurate or definitive diagnoses of prostate conditions, including prostate cancer, without adequately communicating the tests' limitations. The ASA also highlighted that the ads were making claims that discouraged essential treatment for which medical supervision should be sought.

What did we do?

Following the publication of these rulings, the Compliance team embarked on follow-up work in both sectors.

Using our AAMs, we captured a total of 2.73k unique ads for prostate supplements and PSA home testing kits from the advertisers we contacted between February 2026 and July 2026. These ads were screened, leading to 2.58k ads being flagged for containing potentially non-compliant claims.

These ads were reviewed to see if they stuck to the [CAP Code](#) and the precedent set by the December 2025 rulings.

Compliance issues identified

Among the ads that broke the rules, the main issues we identified were:

- Prostate supplement ads that claimed to prevent, treat or cure prostate-related health issues such as an enlarged prostate.
- PSA home testing kit ads that misleadingly implied that the tests could diagnose cancer and failed to make the limitations of the test clear.

Prostate supplements

Compliance action taken

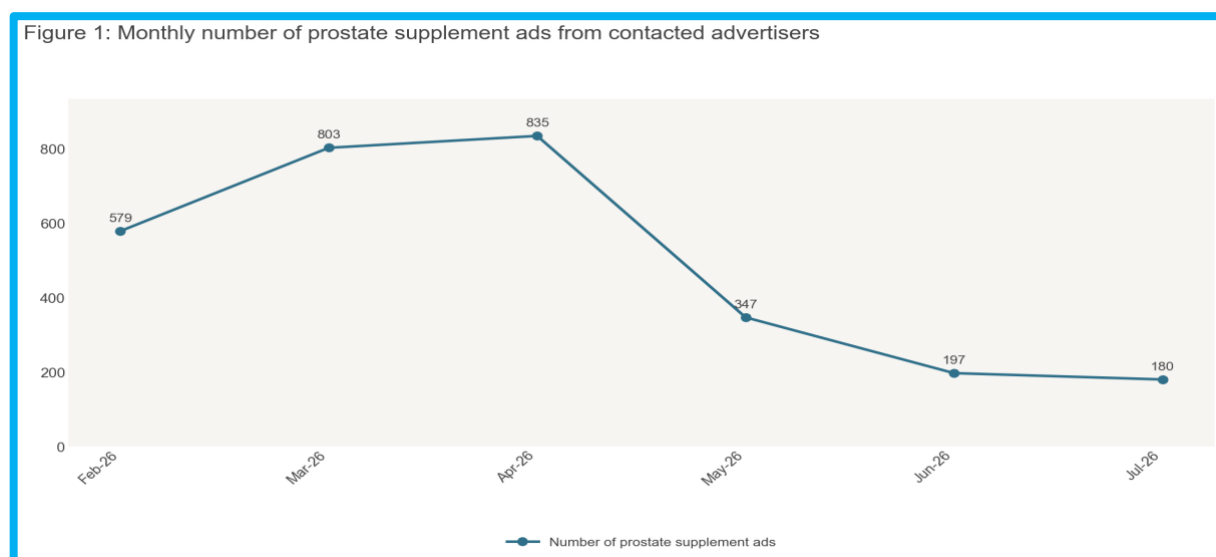
Throughout the monitoring period, the Compliance team contacted a total of 23 advertisers, instructing them to amend or remove their non-compliant ads. Of those:

- Eight advertisers agreed to amend or remove their non-compliant ads.
- 15 advertisers did not respond but nevertheless removed their ads.

Impact on compliance rate and ad volume

When monitoring began in February 2026, the proportion of compliant ads was 0.5%. By July 2026, the compliance rate was 0.6%.

However, the overall number of relevant ads from those 23 advertisers has fallen significantly since initial contact was made in April 2026 – shown in Figure 1 below.



- When monitoring began in February 2026, the number of ads from these advertisers was 579.
- By April 2026, that number had increased to 835.
- By July 2026, the number of ads from these advertisers had decreased to 180.

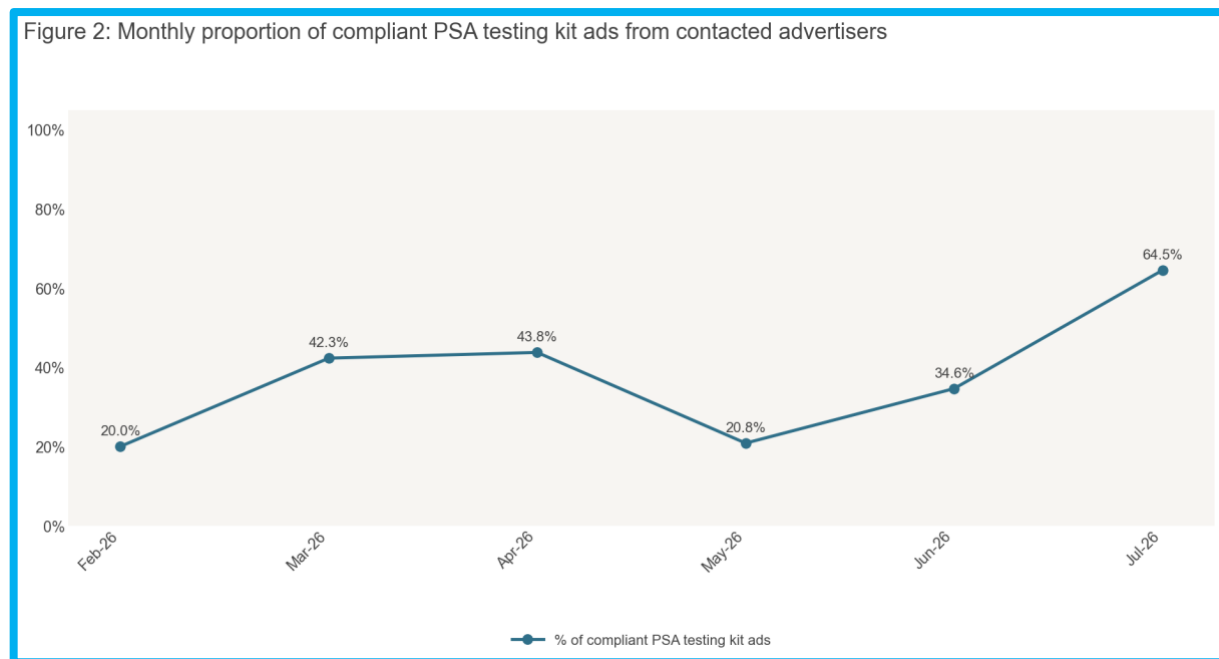
PSA home tests

Compliance action taken

Throughout the monitoring period, the Compliance team contacted a total of eight advertisers, instructing them to amend or remove their non-compliant ads. All eight advertisers agreed to amend or remove the ads we flagged to them.

Impact on compliance rate

This targeted action led to an increase in compliance rates – shown in Figure 2 below.



- When monitoring began in February 2026, the proportion of compliant ads was 20.0%.
- By April 2026, the compliance rate had increased to 43.8%.
- By July 2026, the compliance rate had increased to 64.5%.
- We did not observe a significant change in ad volume during the monitoring period, with the number of ads increasing from 25 to 31.

Conclusion and next steps

The compliance rates observed in this report present a mixed picture. While compliance among advertisers of PSA home testing kits improved during the monitoring period, compliance rates for prostate supplement advertising remained extremely low.

The reduction in the volume of prostate supplement ads following compliance intervention is a positive outcome and suggests that the enforcement activity had an impact on advertiser behaviour. However, the persistently low compliance rate indicates that misleading claims about the prevention, treatment and cure of prostate-related conditions continue to be prevalent in the sector. This may be partly attributable to a number of the advertisers being based outside the UK and therefore potentially less familiar with the requirements of the CAP Code.

By contrast, compliance rates for PSA home testing kit ads increased from 20.0% to 64.5% during the monitoring period, demonstrating that targeted compliance action can be effective in improving standards in this sector. We are also in conversation with the MHRA about their role in supporting compliance.

Given the ongoing risk of consumer harm associated with misleading health-related claims, we will periodically monitor advertising for prostate supplements and PSA home testing kits. Where non-compliant advertising is identified, we will take further proportionate action, including engaging directly with advertisers and escalating to platforms where necessary.