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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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ADS FOR PRESCRIPTION-ONLY MEDICINES USED FOR WEIGHT MANAGEMENT

Action: Prescription-only medicines (POMs) should not be advertised to the public. Saxenda (liraglutide), Ozempic (semaglutide), Wegovy (semaglutide), Rybelsus (semaglutide), Mounjaro (tirzepatide), Mysimba (naltrexone/bupropion), Victoza (liraglutide), often marketed as “weight-loss injections/pens/jabs” and similar, are POMs. Please consult Copy Advice before accepting ads for what you suspect might be POMs.

This Alert should be read in conjunction with [Ad Alert 768: ADVERTISING OF BOTOX AND OTHER PRESCRIPTION-ONLY MEDICINES](#), which provides further detail about POMs and advertising more generally.

This is an updated of an Ad Alert first issued in 2021 and updated in July 2023.

The CAP Compliance team is concerned by the appearance of ads that offer, refer to or allude to prescription-only medicines (POMs). We have observed an increase in the advertising of POMs used for weight management

Rule 12.12 of the CAP Code states: “prescription-only medicines or prescription-only medical treatments may not be advertised to the public”.

Furthermore, some ads for these POMs have (1) made claims that people can lose specific amounts of weight within a certain time, which is prohibited under the ad rules, (2) included testimonial claims of weight loss which are not compatible with good medical and nutritional practice, and (3) promoted weight loss to people who are not overweight and in ways that exploit people’s insecurities about body image, breaking social responsibility rules.

We would be grateful for your cooperation to ensure that ads for POMs are not placed.

[Legal, decent, honest and truthful](#)

Chair James Best CBE Director of the Committee Shahriar Coupal
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Please consult the CAP Copy Advice team if you are unsure about ads or the Code's requirements.