

Beauty Products & Cosmetics



Ads for beauty products often depict demonstrations that show the product in action, so remember that the below rules apply to photos and videos along with written posts.

If you want to find out more about beauty advertising specifically, we have guidance [here](#).

Do

- Remember that you are responsible for the claims that you are making (even if they have been provided by the brand)
- Back up any claims with robust evidence, such as clinical trials. See [here](#) for guidance on substantiation.
- Focus on factual or subjective claims about the products in your advertising:
 - The quality, popularity and heritage of the brand.
 - The ingredients found in the products.
 - If you use the products yourself, how much you love them.
 - Share what customers have to say about the products (without referencing health benefits).
- Seek out further help if you are unsure – we have lots of guidance on our website, www.asa.org.uk

Don't

- Exaggerate what the product can do. For example, using a beauty filter for a photo/video product demonstration or wearing false eyelashes whilst demonstrating a mascara may give a false impression. See [here](#) for more information.
- Claim that the product can help with medical conditions, such as psoriasis, [eczema](#), [acne](#) and other conditions —you need a [licence](#) to say these things.
- Use [testimonials](#) unless it is genuine, you have permission to use it and you can provide the contact details of the person who gave it. The content of testimonials must also follow these 'dos and don'ts'.
- Assume what you are saying is acceptable because others make the same claim - they could be in breach of the advertising rules as well.

Need more help?

Lots more advice articles can be found on our website [here](#).

Although it is given in good faith, this advice does not bind CAP or the ASA, both of which may require you to provide evidence to substantiate your claims at a later date. The ASA and CAP have a regulatory role for many types of marketing communications. Our independence would be compromised if we were to endorse products or services and our advice should never be used for such purposes. You should be aware that, although it is designed to reflect the law, the Code does not cover marketers' legal or other obligations, which remain their responsibility.