

Weight-loss prescription-only medicines



CAP Enforcement Report April 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 paid online ads for prescription-only medicines used for weight management from February 2025 to January 2026. It highlights significant improvements in compliance after our actions.

Why this sector matters

Prescription-only medicines – such as Mounjaro, Wegovy and Ozempic – are strictly regulated in the UK. The Human Medicines Regulations 2012 prohibit ads that are likely to lead to their use, and [CAP Code Rule 12.12](#) states that prescription-only medicines must not be advertised to the public.

Advertising of prescription-only medicines for weight management increased significantly from late 2024. In response, the ASA [launched a targeted programme](#) of monitoring, investigation, enforcement and partnership working to reduce harm, drive compliance and deliver regulatory clarity.

What did we do?

In February 2025 CAP began targeted monitoring of ads from 30 pharmacies and online clinics responsible for the majority of ads in the sector. We used the Active Ad Monitoring system to identify and act on known issues. We later added 14 more advertisers to the programme.

CAP issued [updated CAP Enforcement Notices](#) in April and September 2025 to reflect new ASA rulings and highlight areas of active enforcement. The Enforcement Notices were co-authored with the General Pharmaceutical Council (GPhC) and the Medicines & Healthcare products Regulatory Agency (MHRA). They were distributed to all GPhC regulated entities and other relevant advertisers.

In 12 months from February 2025 to January 2026:

- We captured and analysed over **95,000** unique paid online ads from **44 advertisers**, from Google, Meta (Facebook and Instagram) and TikTok, as well as display ads
- Around **35,000** of these related to weight management services

We checked the ads for compliance with rule 12.12 of the CAP Code, ASA rulings and the Enforcement Notices. Ads which the system flagged as likely to break the rules were subject to human review.

Compliance issues identified

Around **900** ads that we captured from **38** advertisers were assessed as likely to break the rules by promoting prescription-only medicines for weight loss.

The main issues were:

- Naming prescription-only medicines (e.g. Mounjaro, Wegovy or Ozempic)
- Wording that implied those medicines (e.g. 'weight-loss injection', 'pen' and 'GLP-1')
- Images of branded injection pens

Compliance action taken

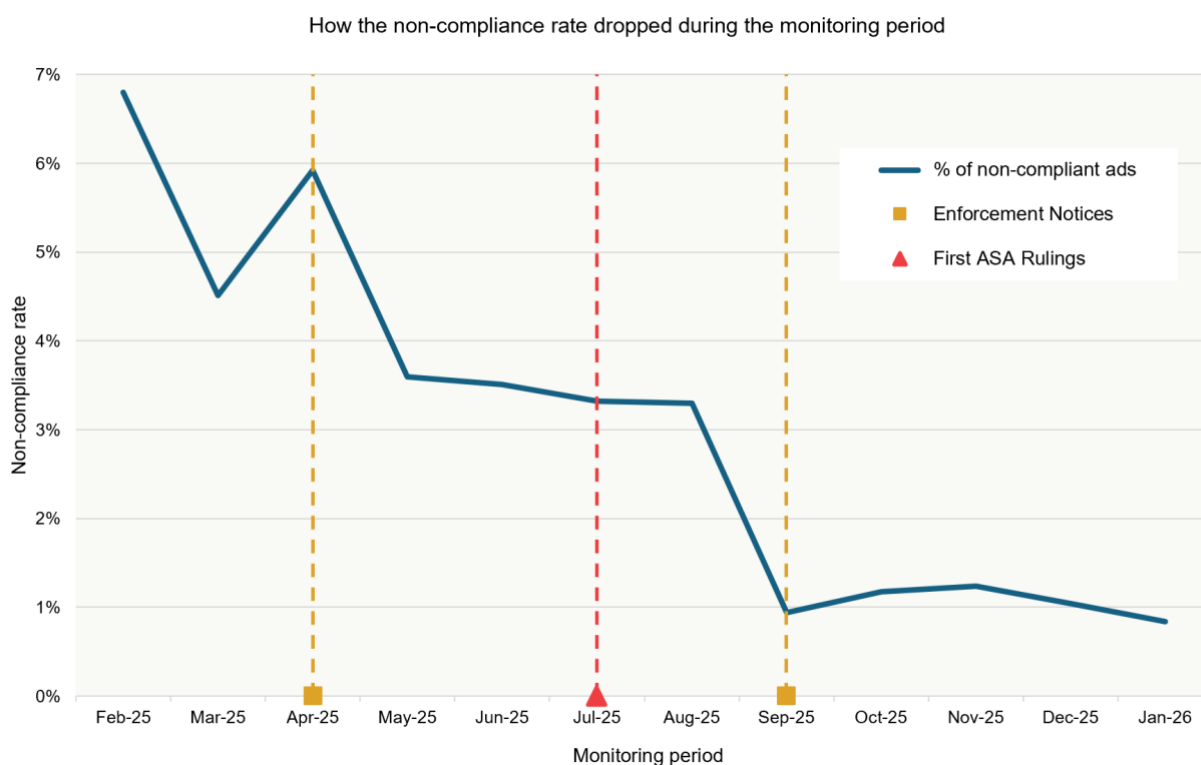
We contacted **46** advertisers, including some who were referred to CAP following complaints to the ASA, rather than captured via monitoring. We instructed them to amend or remove non-compliant ads.

One advertiser did not respond and was referred to GPhC for consideration under their rules; that investigation is ongoing. In all other cases, where we required an assurance that ads would be amended or removed, the advertiser provided that assurance.

Impact on compliance levels

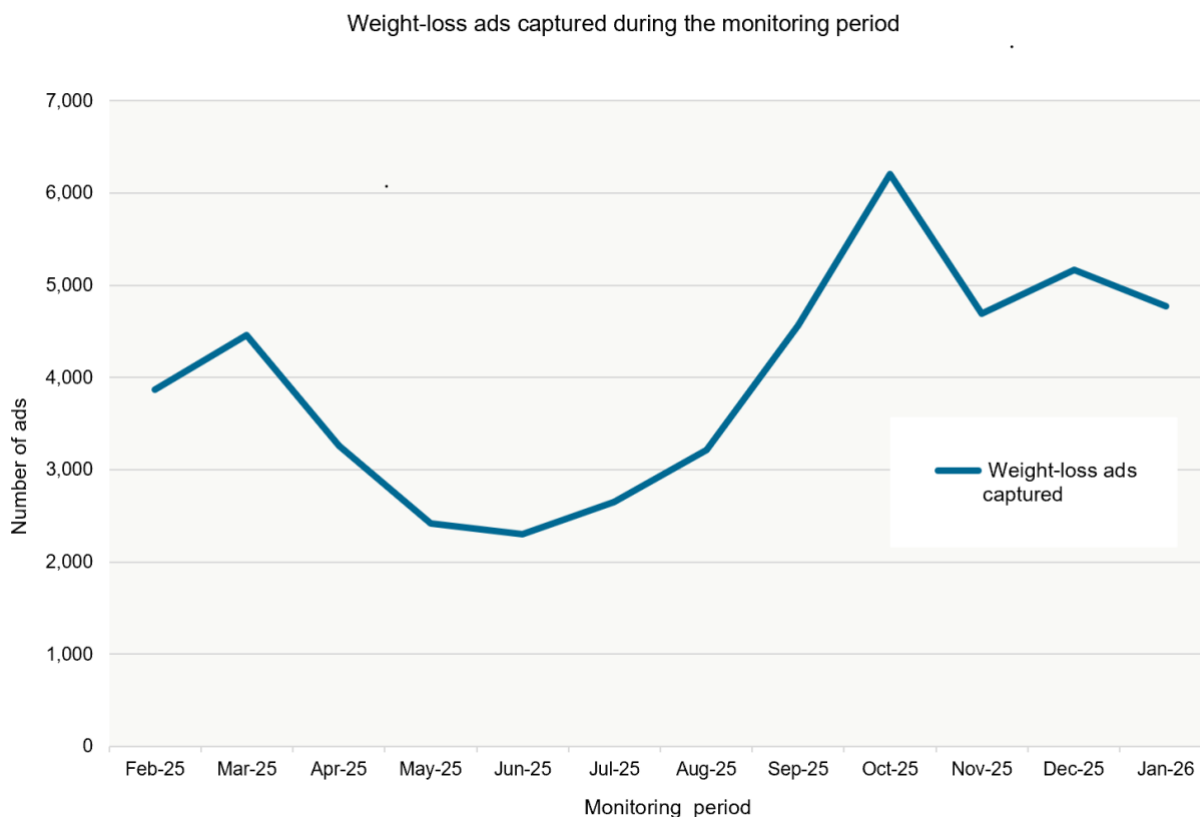
This targeted action contributed to a significant improvement in compliance levels over the monitoring period, reaching **99%** compliance with the Enforcement Notice by January 2026.

Reduction in the % of ads likely to break the rules:



When monitoring began in February 2025, 7% of ads were in likely breach of the rules. After the first Enforcement Notice in April, this fell to 4%. After the second notice in September, it fell to 1%, where it has remained despite a growth in overall ad volume.

Increase in number of weight management service ads we captured:



Conclusion and next steps

The significant rise in compliance shows the impact of targeted monitoring, swift enforcement and strong partnership working with the MHRA and GPhC.

While compliance with the Enforcement Notice is now high at 99%, the ASA continues to review borderline advertising approaches, and investigations into some areas are ongoing.

We will continue to monitor the sector and intervene where advertising changes or new risks emerge.