

Irresponsible claims in paid ads for non-surgical liquid Brazilian Butt Lifts (BBLs)



CAP Enforcement Report
March 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 providers of non-surgical liquid BBLs making irresponsible and harmful claims in paid ads on Meta between April and December 2025. It highlights shifts in compliance after these actions.

Why this sector matters

A non-surgical liquid BBL is a procedure which involves the injection of dermal filler into the bottom to enhance volume and shape. While it is legal to carry out, it is an unregulated procedure in the UK, carrying significant health risks such as infections, sepsis and embolism. Despite this, non-surgical liquid BBLs are often advertised on social media as procedures that are “safe”. We want to ensure that the ads people see are responsible and do not trivialise the risks associated with the procedure.

Previous regulatory action

In April 2025, the ASA published [six rulings](#) involving ads for non-surgical liquid BBLs that irresponsibly used Black Friday time-limited offers, downplayed risks and played on body image concerns.

What did we do?

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

Using our AAMs, we captured 928 unique paid ads for liquid BBLs on Meta between April and December 2025.

These potentially problematic ads were checked to see if they stuck to the social responsibility rules of the [CAP Code](#) and the precedent set by the April rulings.

Compliance issues identified

Among the ads that broke the rules, the main issues involved:

- **Time-limited claims**, such as “limited slots available – don’t sleep on it!”;
- **Claims that trivialised risks** associated with the procedure, such as “0% infection rate” and “safe”;
- **Claims which exploited women’s insecurities** around body image, including linking cosmetic work to confidence, such as “transform your body effortlessly”, “take the first step toward your dream silhouette” and “boost your confidence”.

Compliance action taken

Throughout the monitoring period, the Compliance team contacted a total of 15 advertisers, who had either been subject to an upheld ASA ruling or operate more than one clinic, nationwide.

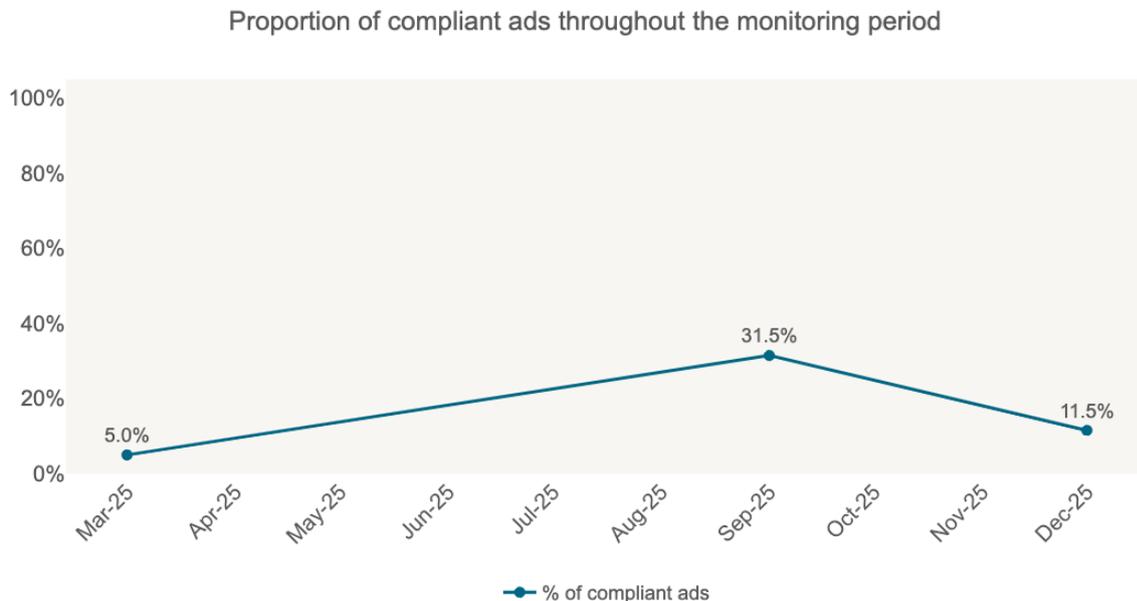
Nine of the 15 advertisers were no longer running ads but had previously made irresponsible claims. We contacted them proactively and provided guidance on advertising non-surgical liquid BBLs to UK consumers responsibly.

We instructed the remaining six advertisers to remove or amend their irresponsible ads. Of those:

- Three clinics agreed to remove or amend their non-compliant ads.
- Three clinics did not respond and were referred to Meta, which removed the ads.

Impact on compliance levels

This targeted action led to an initial rise in compliant ads during the monitoring period – shown in Figure 1 below.



- When monitoring began in March 2025, the proportion of compliant ads was 5.0%.
- Following the second sweep (September 2025), compliance rose to 31.5%.
- By the third sweep (December 2025), compliance dropped to 11.5%.

Conclusion and next steps

Compliance improved after the March 2025 sweep but declined again by December, likely due to seasonal advertising spikes around Black Friday and the festive season. We will follow up with the advertisers identified as non-compliant in December to resolve issues and drive sector-wide improvements. We are also in discussions with Meta about their role in supporting compliance.

Clearly, the compliance rate in this sector is highly unsatisfactory and points towards a broader issue with the current lack of regulation around this unlicensed procedure. However, government measures to be implemented in 2026 will allow only suitably qualified, Care Quality Commission-registered healthcare professionals to administer high-risk procedures such as non-surgical liquid BBLs. Those changes will strengthen protections for consumers, and we expect that they will contribute to greater advertising compliance. Once the new regulatory framework is in place, we may conduct further monitoring checks and act on intelligence from regulatory partners indicating that advertising issues continue in this sector.