

CBD



As CBD products are relatively new to the market in the UK, there is some discussion over whether they are a food or a medicine (and subject to relevant regulations for those categories) or something else. You should therefore ensure that the product you are advertising can be legally sold in the UK, for example, by being authorised by the [Food Standards Agency \(FSA\)](#).

Advertising CBD products can be complex. We've put this guide together to help give you some tips.

If you want to find out more about CBD 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)
- Focus on factual or subjective claims about the products in your advertising:
 - The quality, popularity and heritage of the brand.
 - The flavour/texture/smell/taste of the products.
 - Interesting and unique 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

- Make medicinal claims without a licence (such as *'this product can help with X illness'*) – all medicines have to be licenced by the [MHRA](#).
- Make unauthorised health claims if it's a food or food supplement (i.e. you ingest it). These types of claims are only acceptable if authorised by legislation.
- Make health claims for topically-applied cosmetic products without robust evidence, such as clinical trials.
- Use testimonials, reviews etc. where the person who gave it makes a health or medicinal claim – you're responsible for these claims, too.
- Make 'number one', or 'best-selling' claims without evidence. If you say, for example *'this is the bestselling CBD shampoo in the UK'* you will need to have evidence that it has sold more than every other CBD shampoo. You will also need to make this evidence readily available to customers, and [link to that evidence](#) in the ad.

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.