



View and download all Ad Alerts at www.asa.org.uk

Ad Alert

The Copy Advice team

Tel: 020 7492 2100

Email: Submit a query directly to the team through the [online form](#).

Committee of Advertising Practice
Mid City Place, 71 High Holborn
London WC1V 6QT
Telephone 020 7492 2200
Textphone 020 7242 8159

No: 760

Date: 25 March 2019

Category: General

Sent to: Direct Marketing, Magazine, National/Regional Press

ADVERTISING OF HERBAL POTENCY PRODUCTS

Action: Please consult Copy Advice before accepting ads for herbal potency products

This is a reissue of an Ad Alert first published in December 2006 and last updated in November 2017.

The CAP Compliance team remains concerned by the continuing appearance of problem ads and inserts for herbal potency pills. The ASA has upheld a number of complaints about ads that state or imply that the products are able to treat erectile dysfunction.

Neither CAP nor the ASA has seen robust scientific evidence to prove that such products can increase libido or treat sexual dysfunction. Moreover, even if the advertisers could prove that the products worked, it is likely that they would be marketing medicines without a licence.

These products should be advertised on an availability-only basis, which means that ads should not contain any direct or implied efficacy claims. Claims that products work, double-entendres or references to satisfied customers are not acceptable in the body copy or testimonials.

Please ensure you contact Copy Advice before accepting for inclusion any ads for herbal potency products.

Please consult the CAP Copy Advice team if you are unsure about ads or the Code's requirements.