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Advertising weight loss services: rules for pharmacies and clinics

Demand for weight loss treatment is high, and so is regulatory attention. This guide explains how to promote a service without breaking the rules.

The central rule

Prescription-only medicines must not be advertised to the public. That includes weight loss injections. The rule covers brand names, images of the pens, and descriptions that clearly identify the medicine.

What you can promote

You can promote a weight management consultation or service. You can explain that a clinician will assess suitability and that treatment options will be discussed. You can describe support such as dietary advice and monitoring.

Common mistakes

- Naming the medicine in adverts, social posts or hashtags
- Showing prices for the medicine on the home page or in adverts
- Using before and after images linked to the medicine
- Promising an amount of weight loss
- Offering discounts on the medicine

Online services

Pharmacies that supply at a distance must also follow the General Pharmaceutical Council's guidance, including proper checks before prescribing.

Related pages

- Marketing for pharmacists and pharmacies
- Google Ads

Common questions

Can a pharmacy name weight loss injections on its website?

Limited factual information may be possible in the right context after a consultation is presented as the first step. Promotion on the home page, in adverts or on social media is not allowed.

Can I advertise a weight loss clinic on Google?

You can advertise the service. Advert text and landing pages must not promote a prescription-only medicine.

Checklist

- ☐ Our adverts promote the service, not a medicine
- ☐ No prescription-only medicine is named on our home page
- ☐ Our social media does not name or show the medicine
- ☐ We do not promise an amount of weight loss
- ☐ We do not discount prescription-only medicines

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