MOSEBURY MEDIA

Botox advertising rules for aesthetic clinics

Botulinum toxin is a prescription-only medicine, and it cannot be advertised to the public. This guide explains what that means in practice.

The rule

Prescription-only medicines must not be advertised to the public in the UK. The Advertising Standards Authority enforces this through the advertising code, and it applies to websites, social media posts, hashtags and paid adverts.

What counts as advertising it

- Using the word Botox or another brand name in a post or advert
- Phrases such as anti-wrinkle injections that clearly point to the medicine
- Hashtags that name the medicine
- Price lists and offers for the treatment on social media
- Before and after images presented as results of the medicine

What you can do

You can advertise a consultation for lines and wrinkles. You can explain your qualifications, your clinic and your approach to assessment. You can promote treatments that do not involve a prescription-only medicine, provided the claims are accurate.

On your website, limited factual information may appear on pages away from the home page once a consultation has been presented as the first step. It must be balanced and must not promote the medicine.

Check your existing content

Many clinics have old posts, highlights and hashtags that break the rule. Review your Instagram grid, your highlights, your website home page and your Google Business Profile.

Related pages

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- Instagram marketing

Common questions

Can I say anti-wrinkle injections instead of Botox?

Not where the phrase refers to a prescription-only medicine. The Advertising Standards Authority treats it as an indirect reference.

Can I advertise dermal fillers?

Dermal fillers are not prescription-only medicines, so they can be advertised. The advert must still be responsible, must not target under-18s and must not mislead.

Checklist

- ☐ No brand names of prescription-only medicines appear in our posts
- ☐ Our hashtags do not name a prescription-only medicine
- ☐ Our home page promotes consultations, not medicines
- ☐ We have reviewed old posts and highlights
- ☐ Our Google Business Profile does not list the medicine as a service

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