



**Committee of Advertising Practice**  
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## **Committee of Advertising Practice (Non-broadcast)**

### **Help Note on Beauty Treatment Devices Using Electrical Currents**

CAP Help Notes offer guidance for non-broadcast marketing communications under the British Code of Advertising, Sales Promotions and Direct Marketing (the CAP Code). For advice on the rules for TV or radio commercials, contact Clearcast [www.clearcast.co.uk](http://www.clearcast.co.uk) for TV ads or the RACC [www.racc.co.uk](http://www.racc.co.uk) for radio ads.

These guidelines, drawn up by the Copy Advice team, are intended to help marketers, agencies and media interpret the rules in the British Code of Advertising, Sales Promotion and Direct Marketing as far as they relate to the subject discussed. They are based on similar ASA cases and neither constitute new rules nor bind the ASA Council in the event of a complaint about a marketing communication that follows them.

The ASA accepts that these products, which apply an electrical current to muscles, normally facial, to reduce or remove the signs of ageing, can temporarily tighten and tone muscles and that consequent benefits, such as a reduction in the appearance of fine lines and wrinkles, can be maintained with repeated use. It has not, however, seen evidence that they can do more than this.

1. Claims that relate to the product's effects, whether they are direct, implied, visual or in the form of testimonials or endorsements, must be representative and supportable. The ASA has not seen satisfactory evidence that these products can: eliminate, or reduce in the long term, the superficial signs of ageing; rejuvenate, restore, restructure or rebuild the skin, face or body; bring about as marked a change as is possible from undergoing cosmetic surgery ("non-surgical facelift" and "facelift without surgery" are unacceptable claims); facilitate weight loss or inch loss; reduce fat; or improve the complexion.

2. All other claims must be supportable. For example, “as seen on TV” or “the most technologically advanced...”.
3. Testimonials or endorsements, whether direct or implied, should be used only with the written permission of those giving them.

Advice on specific marketing communications is available from the Copy Advice team by telephone on 020 7492 2100, by fax on 020 7404 3404 or by email on [copyadvice@cap.org.uk](mailto:copyadvice@cap.org.uk). The CAP website at [www.cap.org.uk](http://www.cap.org.uk) contains a full list of Help Notes as well as access to the AdviceOnline database, which has links through to relevant Code rules and ASA adjudications.

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