

## 14. FORTUNE TELLING / GEOMANCY / PALMISTRY / HOROSCOPE

### Guidelines

### Reference

Words such as “lucky” and “auspicious” are acceptable when used as adjectives to sell specific items. However, they should not be used in a manner that makes claims.

#### Examples of acceptable use:

- Lucky/auspicious numbers
- Lucky/auspicious prices
- Lucky/auspicious house

Words such as “prosperous” and “good fortune” are unacceptable as they connote and imply promising of wealth.

#### Geomancy / Palmistry / Fortune Telling / Feng Shui / Horoscope

- a. The Media Development Authority (MDA) assists to advise on such advertisements promoting services.
- b. Advertisements are acceptable, on the condition that:
  - No exaggerated claims are made, e.g. promising wealth and personal well-being
  - The public is not misled
  - No superstitious beliefs are encouraged

#### Acceptable examples:

- Geomancy courses
- Geomancy talks or seminars
- Books on the subject of Geomancy
- ISO congratulatory advertisements for a geomancy firm