

### 3. BEAUTY - RELATED

Guidelines	Reference
<p><b>Bust Developers</b></p> <p>a. Advertisements for preparations and devices purporting to promote enlargement of the breasts are not acceptable. Similarly, substitute of non-specific words for enlargement like “bust toning”, or “bust improvement” are not acceptable unless the advertisement clearly shows how this differs from enlargement per se.</p> <p>b. Exercises and courses, including exercises which may have an incidental effect on the bustline, may not be advertised in such a way as to place predominant emphasis on any effect of improving, increasing or enlarging the bustline. Only a medical procedure can increase the bustline.</p> <p>c. Visuals should also not emphasize breasts that seem to be enlarged as a result of the programme and should not be overly revealing/exaggerated.</p> <p><b>Examples of Unacceptable Claims:</b></p> <ul style="list-style-type: none"><li>• Bust enlargement</li><li>• Bust development</li></ul> <p><b>Examples of Acceptable Claims:</b></p> <ul style="list-style-type: none"><li>• Bust toning</li><li>• Bust lifting</li><li>• Bust firming</li><li>• Bust enhancement</li></ul> <p>d. Every advertisement of a product, service or other activity which purports to alter the shape or appearance of the breasts or the bustline shall contain the following disclaimer :</p> <p>“There is no scientific proof that any non-surgical treatment currently available can enlarge breasts.”</p> <p>Or</p> <p>“There is no conclusive scientific proof that any non-invasive treatment currently available can enlarge breasts.”</p> <p>The disclaimer should be placed horizontally with a font size of minimum 8 point. For testimonial advertisements that carry this disclaimer, the qualifier “Your results may vary” is not required.</p>	<p><i>SCAP Appendix F (6.6)</i></p>