

3. BEAUTY-RELATED (continued)

Guidelines

Reference

Cosmetics / Beauty Products / Beauty Saloons

- a. No advertisement should contain any claim to provide rejuvenation, that is to prevent, retard or reverse the physiological changes and degeneration conditions brought about by, or associated with increasing age.
- b. Advertisements should not contain any claim or implication that any preparation will promote rejuvenation of the skin or muscles or that hormones or vitamins remove or delay the formation of wrinkles.

Examples of Unacceptable anti-ageing claims:

- Anti-aging
- Diminish fine lines
- Reduce / Remove / Delay formation / Get rid of wrinkles / fine lines
- Smooth away wrinkles / fine lines
- Prevent / Delay / Reverse / Slow down the signs of ageing
- Rejuvenate / Enhance the rejuvenation of skin

Examples of Acceptable alternative claims:

- Anti-age
- Age-defying
- Fights aging
- Diminish the look of wrinkles
- Reduce the look of wrinkles
- Smoothen/lighten fine lines and wrinkles
- Revitalise skin texture

- c. Claims that a product contains ingredients with special properties should be supported by acceptable evidence that the ingredients are beneficial for the purpose referred to.
- d. Products that confer a cosmetic benefit by (partial) absorption through the skin should not claim any systemic nutritive benefit. Such products would be considered foods within the meaning of the Sales of Food Act (Chapter 283).
- e. Statements relating to changes in the structure or renewal rate of skin cells should not exaggerate the effect of such changes on the general appearance of the skin.

*SCAP
Appendix F
(5.3)
(6.9.2)*

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