

# New UK Advertising Codes

CAP and BCAP new UK Advertising Codes, which will come into effect on 1 September 2010.

**12.2** Marketers must not discourage essential treatment for conditions for which medical supervision should be sought. For example, they must not offer specific advice on, diagnosis of or treatment for such conditions unless that advice, diagnosis or treatment is conducted under the supervision of a suitably qualified health professional. Accurate and responsible general information about such conditions may, however, be offered. (See rule 12.11.)

Health professionals will be deemed suitably qualified only if they can provide suitable credentials; for example, evidence of: relevant professional expertise or qualifications; systems for regular review of members' skills and competencies and suitable professional indemnity insurance covering all services provided; accreditation by a professional or regulatory body that has systems for dealing with complaints and taking disciplinary action and has registration based on minimum standards for training and qualifications.

**12.4** Marketers must not confuse consumers by using unfamiliar scientific words for common conditions.

**12.5** Marketers inviting consumers to diagnose their minor ailments must not make claims that might lead to a mistaken diagnosis.

**12.6** Marketers should not falsely claim that a product \*\* is able to cure illness, dysfunction or malformations.

<http://bcap.org.uk/The-Codes/New-Advertising-Codes.aspx>

\*\* A crystal could be deemed to come under this!