

16. HAIR AND SCALP PRODUCTS / SERVICES (Continued)

Guidelines

- f. Every advertisement of a product (except certain registered medicinal products) or service which purports to affect baldness, hair loss or hair growth shall contain the following disclaimer :

“There is no scientific proof that any product (except certain registered medicinal products) or service can retard hair loss or promote hair growth.”

Or

“There is no conclusive scientific proof that any product (except certain registered medicinal products) or service can retard hair loss or promote hair growth.”

This disclaimer should be placed horizontally with a font size of minimum 6 point for black text and 8 point for reverse white text. It may be waived for registered medicinal products which have been approved for the treatment of hair loss by the Health Sciences Authority.

For testimonial advertisements that carry this disclaimer, the qualifier “Your results may vary” is not required.

*SCAP
Appendix I
(1.2)*

17. HEALTH CENTRES / SPAS / MASSAGE PARLOURS / FOOT REFLEXOLOGY

Guidelines

Massage Parlours

- a. Text must include company’s name and business address. If a photograph is used, models featured should be decent looking and properly attired (no revealing clothes).

Examples of unacceptable photographs:

- Pictures of scantily clad women