

## 21. NAKED VISUALS

### Guidelines

- a. The use of naked models in varying degrees of nakedness is subject to approval on a case-by-case basis.
- b. Generally, a conservative approach is adopted towards all nude visuals.
- c. Naked models are not acceptable in SPH Malay newspapers.

### Reference

## 22. PARALLEL IMPORTS ON FRAGRANCES AND COSMETICS

### Guidelines

#### Fragrances and Cosmetics

- a. The following guidelines apply to advertisements placed by parallel importers of branded fragrances and cosmetics (ie these advertisements are not from the principals/ authorized dealers/agents):
  - Advertisements must not feature product or product pack shots.
  - Copyright logo/ typeface of products cannot be used.
  - Silhouette shots of products or product packs are acceptable.

### Reference

## 23. POLITICAL ADVERTISEMENTS / USE OF POLITICAL PERSONALITIES

### Guidelines

#### Local politicians / personalities

- a. The depiction in advertisements and sales promotions of the President and members of his family is prohibited.

When an advertisement features Ministers and/or their spouses, clearance from the respective Ministry is required. A copy of the relevant document is to be given to the Copy Vetting Team for reference.

### Reference

*SCAP  
Section iii (13.2)*