

### 3. BEAUTY-RELATED (continued)

Guidelines	Reference
<p>f. If a cosmetic product / service claims to cure or treat skin conditions, a HSA Permit is required from the Health Sciences Authority (HSA).</p> <p><b>Examples of claims to cure or treat skin conditions requiring a permit from HSA:</b></p> <ul style="list-style-type: none"><li>• Acne</li><li>• Inflammation</li></ul> <p><b>Alternatively, products could claim the following (without a permit from HSA):</b></p> <ul style="list-style-type: none"><li>• Improve acne marks / scars</li><li>• Calms skin</li><li>• Smooths skin</li><li>• Care for blackheads, freckles, pigmentation, eyebags, etc.</li><li>• Deals with enlarged pores, open pores, dilated pores</li><li>• Improves orange peel skin look</li><li>• Skin / Face / Body whitening</li><li>• Skin cell renewal / Discarding dead skin with new cells</li><li>• Dermatologically tested (for non-medical products, e.g. face cream)</li><li>• To help an over-acidic body restore its pH balance</li></ul> <p><b>Slimming advertisements (Weight Loss)</b></p> <p>a. Weight loss in this context will also refer to weight limitation and control.</p> <p>b. Advertisements should not make claims referring to “obesity” or “overweight”. This is a medical condition requiring qualified medical treatment and attention.</p> <p>c. Advertisements for “crash diets” are unacceptable.</p> <p>d. Testimonials from individuals (except famous celebrities) featured in an advertisement must be verified with the following:</p> <ul style="list-style-type: none"><li>• Signed letter from the individual with his/her NRIC number indicated in the letter.</li></ul> <p>e. For testimonials from Doctors and other medical professionals, please see 20-Doctors/ Clinics/ Hospitals (Public &amp; Private)</p> <p>f. The claim “increase/boost/improve metabolic rate/metabolism” is not acceptable in advertisements featuring slimming products or services.</p> <p><b>Examples of acceptable alternative claim:</b></p> <ul style="list-style-type: none"><li>• Stimulate metabolic rate/metabolism</li></ul>	<p><b>Contact</b> <i>Health Sciences Authority Medical Advertisements Unit</i> <b>Tel : 6866 3477</b> <b>Website:</b> <a href="http://www.hsa.gov.sg">www.hsa.gov.sg</a></p> <p><b>SCAP Appendix H</b></p> <p><b>SCAP Section iii (3)</b></p> <p><b>SCAP Appendix H (5.4.1)</b></p>