

## 21. NAKED VISUALS

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

## 22. PARALLEL IMPORTS ON FRAGRANCES AND COSMETICS

Guidelines	Reference
<p><b>Fragrances and Cosmetics</b></p> <p>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):</p> <ul style="list-style-type: none"><li>• Advertisements must not feature product or product pack shots.</li><li>• Copyright logo/ typeface of products cannot be used.</li><li>• Silhouette shots of products or product packs are acceptable.</li></ul>	

## 23. POLITICAL ADVERTISEMENTS / USE OF POLITICAL PERSONALITIES

Guidelines	Reference
<p><b>Local politicians / personalities</b></p> <p>a. The depiction in advertisements and sales promotions of the President and members of his family is prohibited.</p> <p>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.</p>	<p><i>SCAP Section iii (13.2)</i></p>