

Meta Ad Policies in “Health and Beauty” Vertical





Integrity is the **cornerstone**
of the Meta Ads ecosystem

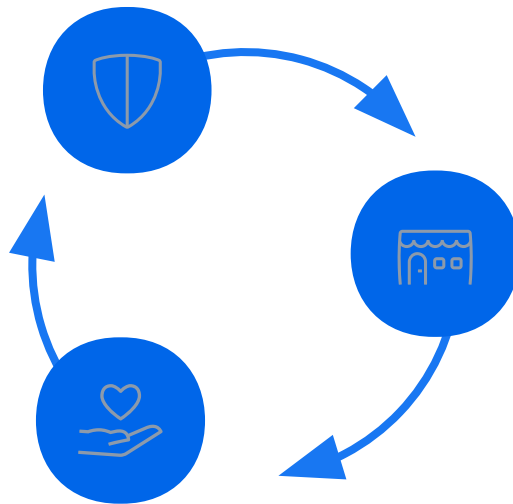


Our mission

Ensure safe and trustworthy connections between people and businesses **on messaging products across Meta technologies.**

PROTECT PEOPLE

from harmful and fraudulent messaging experiences



PROTECT BUSINESS

build and maintain a safe, trusted, and fair ecosystem for businesses to thrive

SUPPORT AND RESOLVE ISSUES

Support and resolve issues related to business messaging integrity



40K

Meta resources working
on safety and integrity



2.6B

fake accounts taken
down in 2023

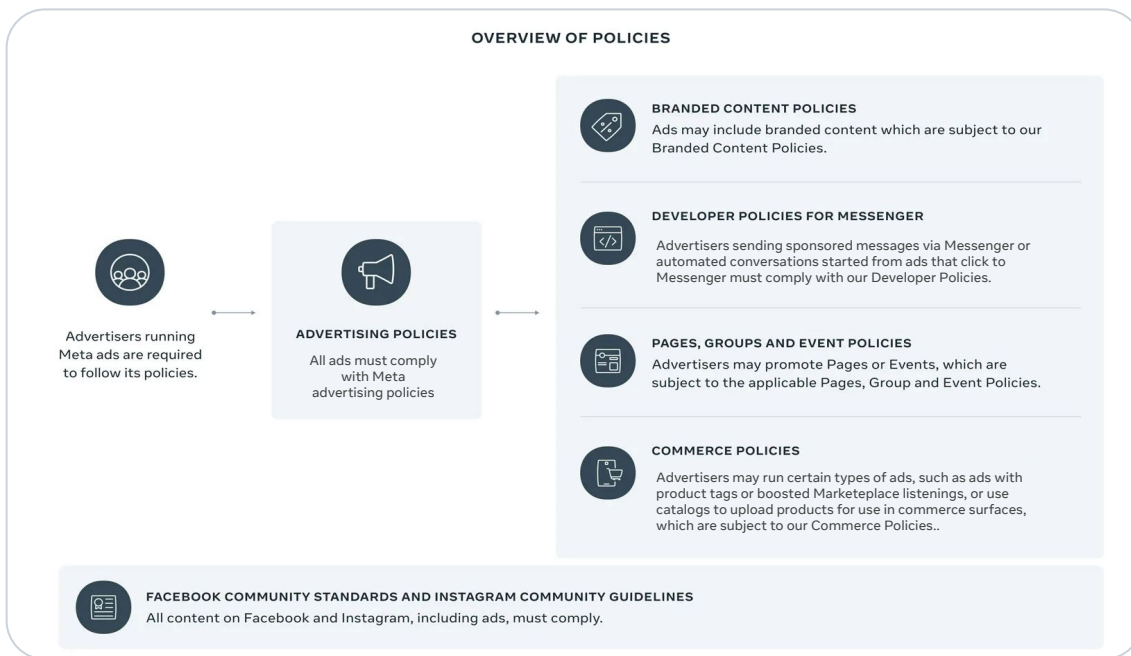


57M

child abuse and exploitation
content taken down
in 2023



Advertisers like you play a critical role in this process



Your message didn't follow our standards

What happened?

Our [Community Standards](#) encourage people to express themselves in a way that's respectful to everyone. A message that you sent didn't follow our standards on bullying and harassment.

Examples of bullying and harassment:

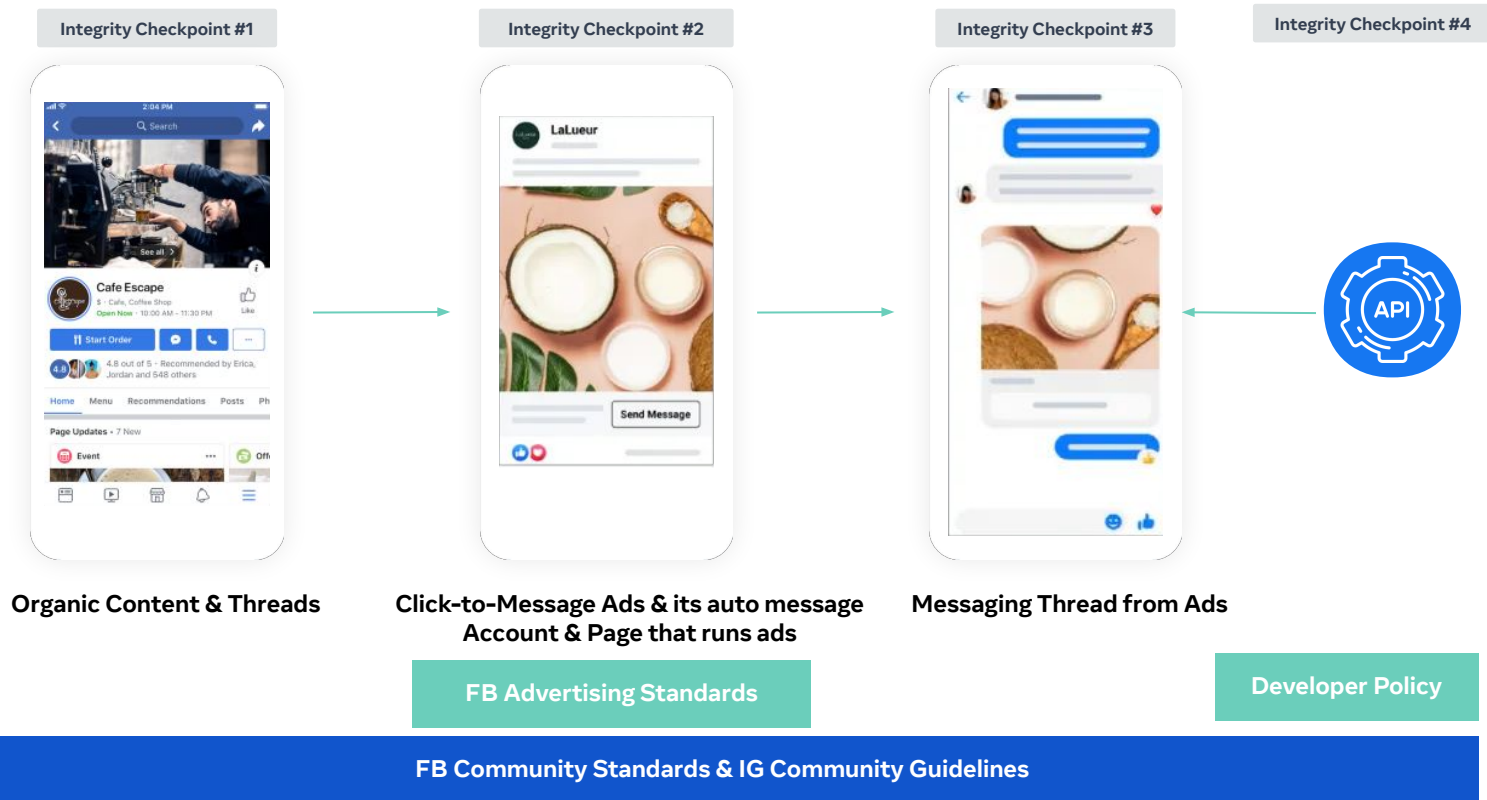
- Sending messages to someone or calling them repeatedly after they've stopped responding
- Making sexual comments about how someone looks or what they're wearing
- Calling someone names

OK



CTM Advertisers need to comply to different integrity policies at ads and thread levels

CTM Integrity: Overview of Enforcements



Business Support Home: a central location for Integrity & Payment Issues and Resolution

Business Support Home

Overview

Accounts

Account Overview

An overview of your accounts for any issues hindering your business

Recent account issues

In the last 30 days (Mar 13, 2022 - Apr 15, 2022)

Last 30 days

Review the most recent accounts and assets that need attention due to not complying with our Advertising Policies or other standards. If you need to see all of your account and asset issues, go to the Account Status Overview.

Outstanding 5

Resolved

Account	Status	Date	
 Flora Lau Facebook Account	 Account restricted	Mar 11, 2023	Request review
 Puppies world Business Account	 Account in review	Mar 11, 2023	View account
 Moe's Pipe shop Business Account	 Verification required	Mar 11, 2023	Start verification
 El Toro's Taco Page	 Account in review	Mar 11, 2023	View account
 Mister Pants Page	 Page review rejected	Mar 11, 2023	View account
 Box Chocolate Ad Account	 Some Ads Rejected	--	View Assets



Business Support Home: checking your case status and actions needed for your account and ad activities

Your support cases (5)

View and track all support cases related to your ad accounts

All Stages ▾

Open 5

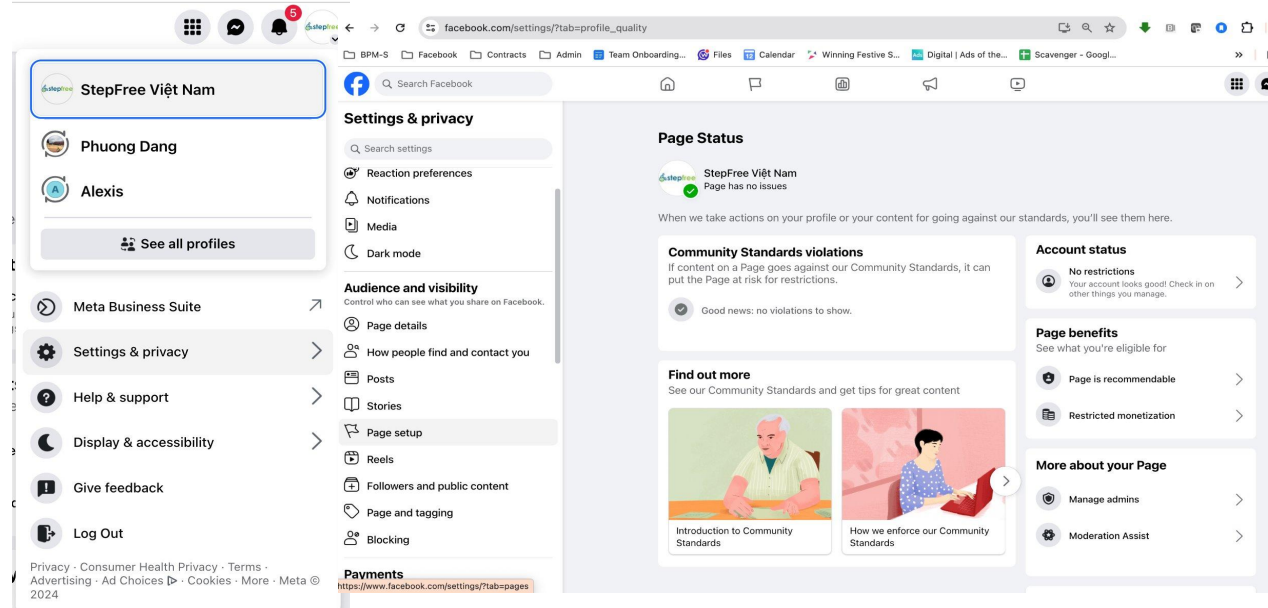
Closed

Support case	Case stage
 My ad was disapproved Shitty Chocolate	 In-progress Apr 07, 2022
 Unsettled account Box Chocolate (101499999055192172)	 Received Apr 07, 2022
 Daily spend limit hit Box (101499999055192173)	 Escalated Mar 14, 2022
 No credentials Ad Account (101499999055192165)	 Action Required Mar 14, 2022
 My ad was disapproved Wicked Ass Chocolate	 Action Required Mar 14, 2022

Page Status: a central location for Page related Issues and Resolutions

How to get to Page Status:

- **Sign in** to your Facebook account linked to the desired Page
- Click on your **Profile Picture**
- Choose **"See All Profile"** and select the desired Page
- Click on the **Page Profile** on the right corner, choose **"Setting & Privacy"** > **"Page Setup"** > **Page Status** > View





Ads Policies Related to “Health and Beauty”



CTM Integrity: Best Practices for ads

Build a compliant and user-friendly ads experience by knowing top Click-to-Message ad watchouts

Most common ad rejections policies:

Personal Attribute

Avoid content that asserts or implies personal attributes.

This includes direct or indirect implications about a person's race, ethnicity, religion, beliefs, age...

Examples to avoid:



implies audience's financial status, and uses the word "you"

*"Are you bankrupt?
We have a solution"*



Personal Health & Wellness

Avoid implying or attempting to generate negative self-perception in order to promote diet, weight loss or other health-related products.

Examples to avoid:



Before After

before-and-after images to display idealized results



Circumventing System

Avoid tactics that are intended to circumvent our ad review process. This includes techniques that attempt to disguise the ad's content or destination (landing) page. See more here for other advertiser behavior that we prohibit.

Examples to avoid:



m.u.a

used codes to mask intended contents



Unrealistic Outcomes

Avoid promises or suggestions of unrealistic outcomes as specified below for health, weight loss, or economic opportunity.

Examples to avoid:



unsupported claims (e.g. "can cure cancer")



Health and Wellness Policy

This policy covers two categories of ads:

- **Weight Loss and Cosmetic Products and Procedures (today's focus)**
- **Adult Products and Reproductive Health**

Guidelines

Ads can't:

- Promote weight loss products and services, or cosmetic products or procedures that:
 - Contain distasteful messaging that could make people feel negatively about the way they look, exploit insecurities to conform to certain beauty standards, reinforce negative or unhealthy body images, or feature body-shaming
- Promote weight loss products or services, depicting:
 - Side-by-side comparison after the use of a product or transformation for weight loss with exception to fitness classes impact (i.e., Pilates)
 - Close up on specific body area by pinching fat
- Promote cosmetic products, depicting:
 - Close-up or zoomed in skin aging comparison after using a product
- Promote skin whitening or bleaching products that cause permanent skin color change.

When targeting people 18 years or older, advertisers can run ads that promote:

- Dietary weight loss products and services such as weight loss pills, or supplements. The ad can illustrate people using the product or the service, and its impact of using it, and clearly indicate the time taken to achieve noticeable results without employing negative self-perception tactics.
- Cosmetic products, procedures, or surgeries such as:
 - Breast augmentation, breast reduction, abdominoplasty, blepharoplasty, rhinoplasty, rhytidectomy, labiaplasty, hair restoration surgery, dermal fillers, skin rejuvenation treatments, injectable treatments, chemical peels, micro-needling, non-ablative laser treatments, laser or light treatments, or micropigmentation
- General cosmetic products, procedures, surgeries depicting before and after transformation, without employing negative self-perception tactics with exception to skin aging/ wrinkles transformation.
- Skin anti-aging products or services that display realistic results over a course of time.
- Gender reassignment services and procedures.

Note: For weight loss products that require prescription, please refer to Drugs and Pharmaceuticals ads policy and comply with the geo-targeting, and written permission requirements.

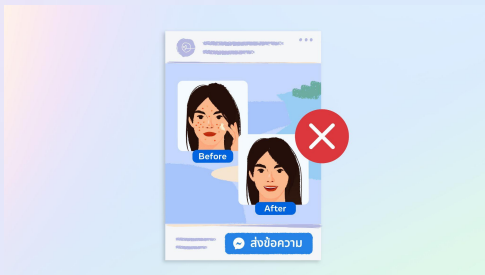
The age targeting restrictions above don't apply to ads that promote or sell, even when depicting side-by side comparison:

- Products and services marketed for general wellbeing, such as fitness services and equipments, health clubs
- General food products
- Cosmetic products such as creams, makeup, and hair products
- Dental products, such as teeth whitening products

Note: Ads for cosmetics, hair extensions, other similar cosmetic or non-permanent beauty products or digital editing apps aren't within scope of this policy, and can display before and after transformation without employing negative self-perception tactics.

Topic #1: “Before and After Images” in Personal Health and Appearance Advertising Policy

Do not use ads that



- ทำให้ผู้อื่นรู้สึกแย่กับตัวเอง
- ซ้ำขอบกพร่องที่เห็นได้ชัดเพื่อโน้มน้าวการซื้อ
- ไม่ใช่รูปภาพ ก่อน vs หลัง

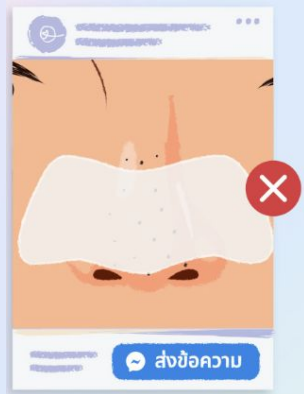
Do



- นำเสนอลำดับขึ้นและความต่อเนื่อง
- นำเสนอว่ามีผู้ใช้ผลิตภัณฑ์หรือบริการจริง

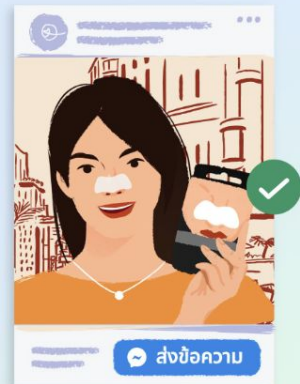
Topic #2: “Zoomed Images” in Personal Health and Appearance Advertising Policy

Do not use ads that



- การซูมหรือตัดภาพบางส่วนจากภาพใหญ่
- การทำให้ภาพไม่ชัดเจนหรือกำกวมว่ากำลังแสดงคุณลักษณะหรือส่วนของร่างกาย

Do



- นำเสนอภาพที่มีองค์ประกอบครบถ้วน ชัดเจน
- ลิงก์ไปยังหน้าเพจที่แสดงข้อความหรือเนื้อหาที่เกี่ยวข้องกับโฆษณานั้นในสัดส่วนที่เหมาะสมเพียงพอ
- ลดเนื้อหาอื่นๆ ที่เป็นการรบกวนไม่ให้เข้าสู่เนื้อหาต้นฉบับ (pop-up ต่างๆ)

What videos and images can't they use?

Sensational Content



Words used in
the ad creative



Word format
and structure



Videos and
Images

What to Avoid	Meta Pro Recommendations
Images that cause fear or shock, such as images of blood, bruises, injection needles, images during surgery, etc. Policy Reference: Sensational Content	<i>Use Medical diagrams and illustrations instead of real images. Try to avoid using drawings that are too realistic to reduce over enforcements</i>  The diagram is a medical illustration of a human nose from a frontal perspective. It is divided into two circular callouts. The top callout shows a cross-section of the nasal cavity with a surgical incision line. The bottom callout shows a cross-section of the nasal cavity with a different surgical incision line. The text 'meko clinic' is in the top right corner. The text 'ขั้นตอนของการเสริมจมูก' (Steps of nose augmentation) is at the top. The text 'เสริมจมูก' (Nose augmentation) is in the middle. The text 'วิธีซิลิโคนเติมรูปแบบ' (Silicone filling method) is below it. The text 'เทคนิค Open' (Open technique) is at the bottom.

What videos and images can't they use?

Nudity, Sexual Activity and Adult Product/Services



Words used in
the ad creative



Word format
and structure



Videos and
Images

What to Avoid	Meta Pro Recommendations
Avoid images with nudity or showing an excessive amount of skin such as showing the nipple or shape of the nipple or shape of genitalia. Policy Reference: Adult Content, Adult Nudity and Sexual Activity	<i>Instead of using pictures of real people, use objects such as displaying a bikini on a mannequin or using drawings or diagrams.</i>
Words that focus on product features to enhance sexual performance, sex drive with focus on sexual pleasure instead of medical efficacy. Such as: • “Grow your size” • “Go longer” • “Be the best in bed, get hard”	Use words that focus on the medical efficacy of the products, such as; • “5 steps to treat early climax” • “Early Climax affects more than just you” • “Climax Control” • “Reduce symptoms of premature ejaculation”

Frequently Asked Questions

- **What happens if the appeal button is greyed out?**
 - Reach out to support team via chat support
- **Can “Glutathione” and “Collagen” be advertised?**
 - Yes
- **Does the account that submits the ads matter in terms of rejection even if it’s the same ads?**
 - Both accounts should apply to the same standard policy.
- **Will it go against me if I appeal too often?**
 - No but multiple violations can result in further feature limit.
- **The Medical Council of Thailand recently came out with a new rule that doctors can no longer endorse a brand or be used in ads. Does Meta take that into account?**
 - It is the advertiser's responsibility to ensure the content of their ads complies with local law.

Meta is committed to reducing friction for good advertisers

This is illustrated in 3 pillars of our advertiser friction reduction work:

1

MINIMIZE VIOLATION BEFORE IT HAPPENS



Increase
transparency



Proactive
guidance

2

IMPROVE ENFORCEMENT QUALITY



Improve machine
learning model
and policy

3

ACCELERATE RECOVER AFTER ENFORCEMENTS



Increase
support entry
points



Business
support
home & Page
Status

**Let's together
build safe & trustworthy
connections on Messenger**