[GB] ITC Publishes New Rules on Advertising of Food, Slimming Products and Pharmaceutical Products

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On 1 February 1995, the Independent Television Commision (ITC) published a number of amendments to the ITC Code of Advertising Standards and Practice. These amendments concern the advertising of food, slimming products and pharmaceutical products. They have immediate effect. The rules on food advertising have been reviewed in the context of the government's 'Health of the Nation' White Paper. As a result, the new Code outlaws, inter alia, health claims that are not fully substantiated. The section governing the advertising of slimming products has been introduced in response to a rapidly expanding market sector accompanied by widespread public concern about eating disorders. In particular, the new rules make it clear that slimming products may not be targeted at children or adolescents. The rules governing the advertising of pharmaceutical products have been updated to take account of recent legislation implementing European Union legislation on over the counter (OTC) medicines including homeopathic products.

ITC Code of Advertising Standards and Practice, Appendix 3: Medicine, Treatments, Health Claims, Nutrition and Dietary Supplements.

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