

Additional Examples Of Exaggerated Promises

Note: The following examples are not exhaustive.

Exaggerated Promises	Examples	
Medicinal Claims	Claims that a non-medicinal product can cure, treat, prevent or reduce risk of disease or alleviate symptoms of illness.	<i>"treat coronary heart"</i> <i>"reduce risk of high blood fat"</i> <i>"prevent high blood pressure"</i> <i>"reduce emphysema"</i> <i>"cure thalassemia"</i>
	Claims that a non-medicinal product can treat or prevent skin, hair, nail problems or oral disease . This includes claims of reducing acne inflammation .	<i>"treat acne"</i> <i>"prevent freckles"</i> <i>"prevent melasma"</i> <i>"reduce acne inflammation"</i> <i>"treat nail fungus"</i> <i>"anti dandruff"</i> <i>"treat hair loss"</i>
	Claims that a non-medicinal product can kill, get rid of or inhibit the growth of bacteria, fungi or viruses .	<i>"kill bacteria"</i> <i>"inhibit growth of bacteria"</i> <i>"getting rid of virus"</i>
	Claims that a non-medicinal product can cure or treat flea infections .	<i>"treat flea"</i>
Sex Nourishment Claims	Claims that a product helps nourish sexual health or enhance sexual performance .	<i>"stimulating sexual hormones"</i> <i>"nourish sexual health"</i> <i>"enhance sexual performance"</i>
Health, Body Structure and Performance Claims	Claims that a <u>cosmetic product</u> improves health, body structure or body performance .	<i>"build collagen"</i> <i>"Anti-oxidant"</i> <i>"adjust hormones"</i> <i>"whitening skin"</i> <i>"bleaching skin"</i> <i>"eliminating wrinkles"</i> <i>"anti-wrinkle formation increase"</i> <i>"increase metabolism"</i> <i>"increase blood circulation"</i> <i>"skin peeling"</i> <i>"reduce sweat glands"</i> <i>"Detox"</i>

Exaggerated Promises	Examples	
	Claims that <u>a food product</u> improves health, body structure or body performance.	<i>"enhancing body immunity"</i> <i>"improving memory"</i> <i>"nourishing the brain"</i> <i>"enhancing milk supply"</i> <i>"whitening skin"</i> <i>"brightening skin"</i> <i>"sun protection"</i> <i>"sunscreen"</i> <i>"cure wrinkles"</i> <i>"anti dark spots"</i> <i>"detoxifying"</i> <i>"purifying"</i>
	Claims that maternity milk is milk for unborn babies or there is a benefit for unborn babies.	<i>"milk for unborn baby"</i> <i>"benefit for unborn baby"</i>
Medical Procedure Equivalent Claims	Claims that a product has results equivalent to or better than medical procedures.	<i>"the result is the same as injection"</i> <i>"skin is firm like doing laser treatment"</i>
	Claims of a product having instantaneous results.	<i>"instant lifting"</i> <i>"see result instantly"</i>
Miracle Claims	Claims that a product has a miraculous effect or result.	<i>"end all wrinkle problem"</i> <i>"end all your acne problems"</i>