



उपभोक्ता मामले विभाग
DEPARTMENT OF
CONSUMER AFFAIRS



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Azadi Ka
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Additional Influencer Guidelines

For Health and Wellness Celebrities, Influencers
and Virtual Influencers





Disclosure & Disclaimer



Certified medical practitioners and health & fitness experts holding certifications from recognised institutions when sharing information, promoting products or services or making any health-related claims, must disclose that they are certified health/fitness expert and medical practitioner.



Celebrities, influencers and virtual influencers presenting themselves as health experts or medical practitioners, when sharing information, promoting products or services or making any health-related claims, must provide clear disclaimer.

The above mentioned disclosure or disclaimer is necessary when talking or making claims on topics such as health advantages, including those derived from food items and nutraceuticals, disease prevention, treatment or cure, medical conditions, recovery methodologies or immunity boosting, etc. This disclosure or disclaimer should be displayed during endorsements, promotions or at any instance of making health-related assertions.



Due Diligence and Fact-based Information

Endorsers are encouraged to conduct a thorough review and ensure they are in a position to substantiate the claims made in the advertisement before endorsing a product or service. They shall conduct adequate due diligence before endorsing any product or service. They may, preferably, use or experience product or service to the extent possible before endorsement.

Furthermore, celebrities, influencers and virtual influencers must make certain that the information and advice they share are substantiated by facts and they must provide appropriate sources and citations where necessary, It's essential that celebrities, influencers and virtual influencers refrain from making false, misleading or exaggerated claims that could potentially mislead their consumers.





DISCLAIMER

When promoting health and wellness products or services, celebrities, influencers and virtual influencers are obliged to include a disclaimer clarifying that their content should not be seen as a substitute for professional medical advice, diagnosis or treatment.

Simultaneously, endorsers must encourage their audience, during such promotions, to seek advice from health and wellness centres or healthcare professionals prior to making any significant alterations to their diet, exercise or medication routines.





How to disclose?

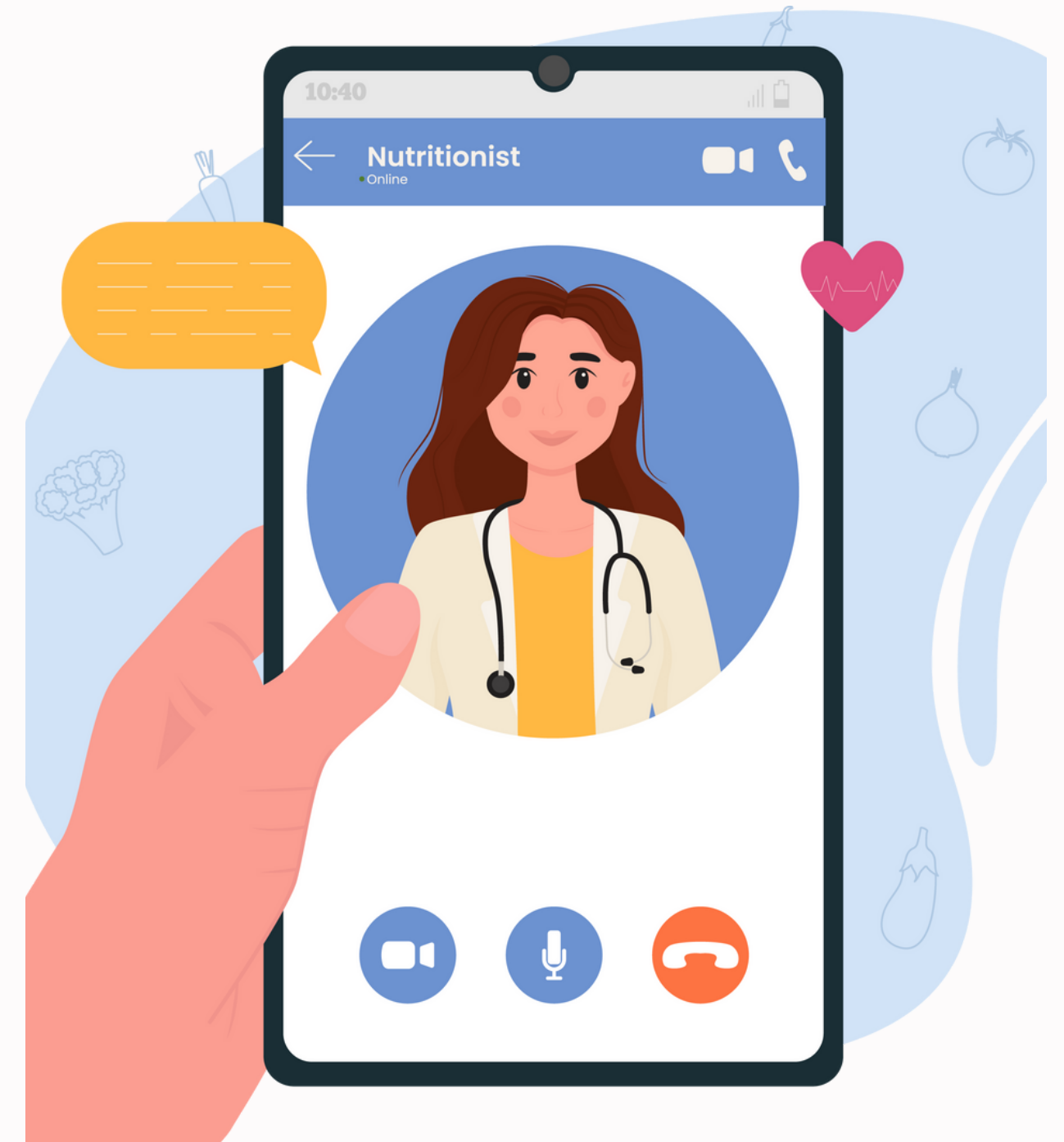
For example, when sharing health advice or endorsing a product, an endorser can include a statement such as

"As a certified nutritionist. I recommend....."

or

"With my background in personal training, I find this product helpful for..."

This straightforward approach ensures that their disclaimer and disclosure are clearly communicated to their audience without altering the overall creative presentation of their content. It must be hard to miss in static ads as well.





General Exemption

While the guidelines outlined are comprehensive and applicable to a wide range of celebrities, influencers and virtual influencers, certain exemptions are in place.

Celebrities, influencers and virtual influencers who share general wellness and health advice, not associated with specific products or services or not targeting specific health conditions or outcomes, are exempt from these regulations.

However, it is important for these Celebrities, influencers and virtual influencers presenting themselves as health experts or medical practitioners to clearly distinguish between their personal views and professional advice and to refrain from making specific health claims without substantiated facts. It is always recommended to encourage audiences to consult with healthcare professionals for seeking professional medical advice and complete information about the products or services.

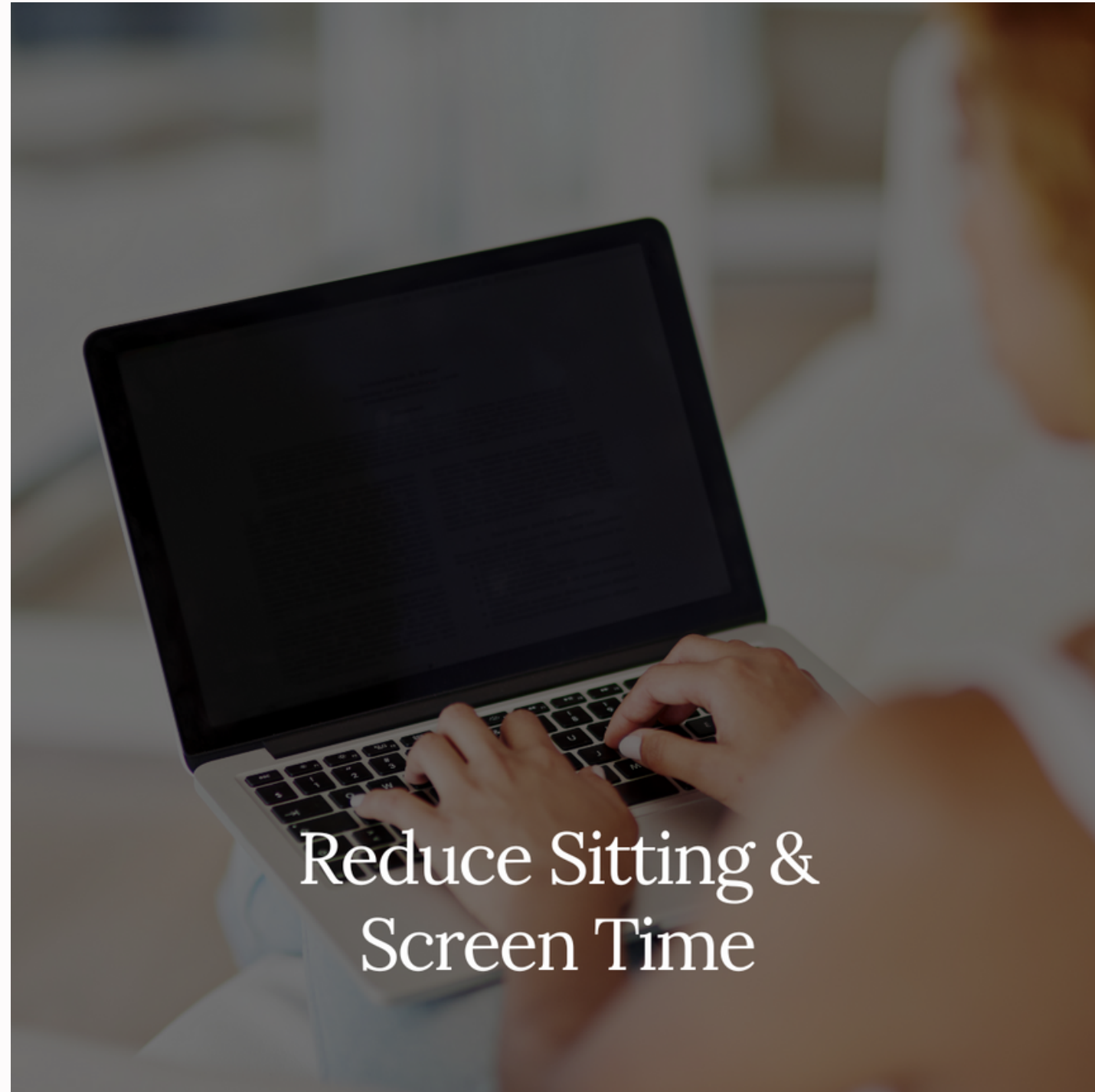


Examples of General Health & Wellness Advice Exempted in the Guidelines





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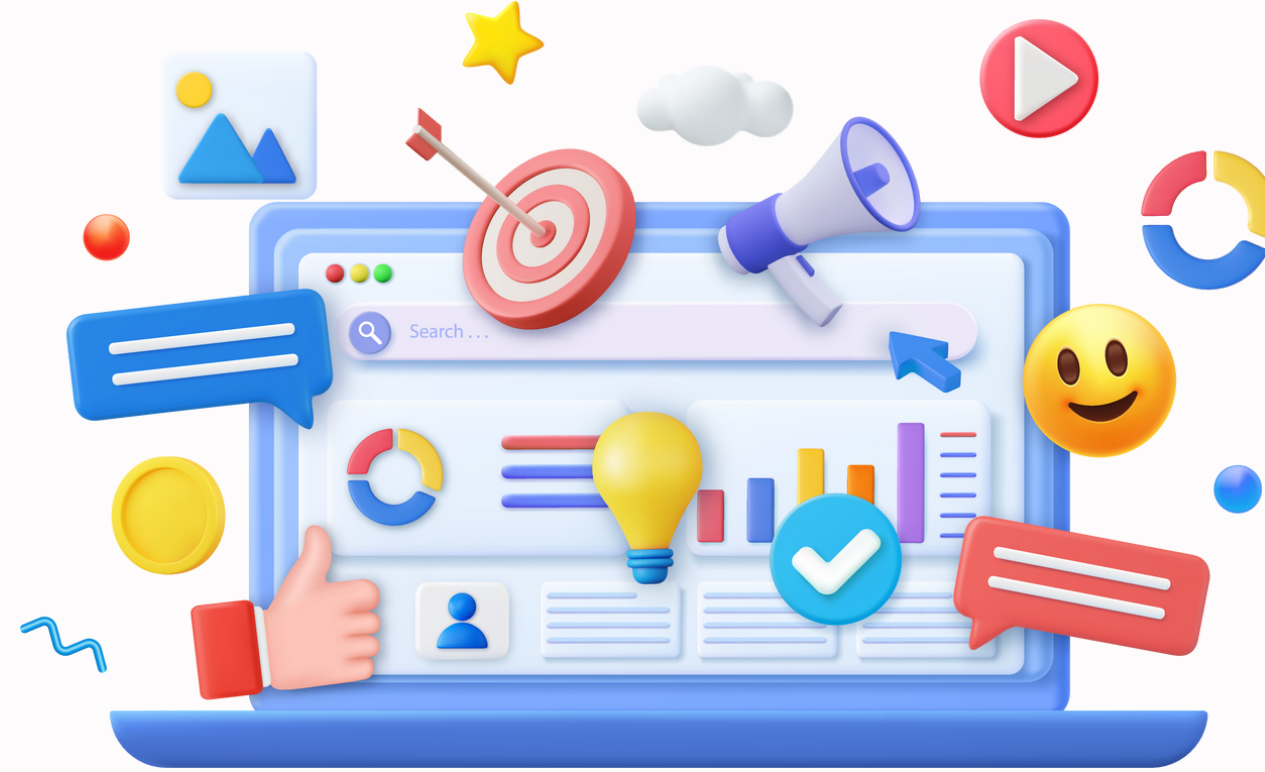




Advisory Note

Celebrities, Influencers and virtual influencers should not endorse or distribute information or advertisements about any health and wellness product or service in a manner that implies or encourages its usage for diagnosing, curing, alleviating, treating or preventing any disease, disorder or condition which is prohibited from being advertised under any law for the time being in force or under any rules or regulations made thereunder.





Reporting & Monitoring!

Celebrities, Influencers and virtual influencers must cooperate with any investigation by the relevant authorities concerning the authenticity of any claim made by them in any endorsement.

Violators may be penalised in accordance to the Consumer Protection Act 2019 and other relevant provisions of the law for non-compliance with these guidelines or for sharing misleading, false or harmful information.



Have any more questions?



Refer to the detailed guidelines on any questions about endorsements.

Guidelines for Prevention of Misleading Advertisements and
Endorsements for Misleading Advertisements, 2022

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