



**ADVERTISING STANDARDS
AUTHORITY of SINGAPORE**

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Forum Letter in The Straits Times, 23 April 2015

I NOTICE that radio advertisements on non-medical hair loss treatments do not contain the required disclaimer that there is no scientific proof that any product (except certain registered medicinal products) or service can retard hair loss or promote hair growth.

Are radio and TV advertisements exempted from the Singapore Code of Advertising Practice, particularly ads on slimming and hair loss?

Cheng Shoong Tat

Reply from ASAS, 27 April 2015

We refer to the letter 'Why no disclaimers for radio, TV ads?' (The Straits Times, 23 April 2015)

All advertisements for treatment of hair loss as well as slimming products and services should carry the appropriate disclaimers, as stated in the Singapore Code of Advertising Practice (SCAP). This is regardless of the media such advertising is placed.

The Advertising Standards Authority of Singapore (ASAS) would like to remind all advertisers and media owners of the importance of adhering to the SCAP in the interest of consumers.

Dr Tan Sze Wee

Chairman

Advertising Standards Authority of Singapore