

# Doctor Advertising Cheat Sheet

1. Stick to facts you can provide data to prove.
2. Avoid making comparisons, including using terms such as best, highly experience, editing before and afters.
3. Only use specific titles you are registered for and specialisations as they are awards. Avoid terms like specialising in X unless you are qualified to do so and are mentioning who awarded the specialisation.
4. When listing prices, offers or competitions, ensure you list or link to full terms and conditions, including mentioning full prices, who is eligible, etc.
5. Do not use testimonials in advertising. Remember, non-clinical reviews on review platforms are generally fine to receive.
6. When using visual content, ensure it is clear how treatment was used in the image and ensure the image is factual and not dramatised.
7. Where your business is involved in COVID-19, do not make claims of accelerated treatment or prevention.
8. Where data is used or examples of studies, ensure you include full information to give an accurate, unbiased representation of treatment.