What you can and can’t say about baby products on Instagram

Baby ads are held to the strictest rules there are. Some products can’t be advertised at all.

Use this rulebook: affilo.app/playbooks/baby/use
Read it online: affilo.app/playbooks/baby

A first pass, not legal advice

This playbook sets out the main rules for ads seen in the UK, as we read them on 7 November 2026. It is a starting point for briefing creators, not legal advice. Check your claims with your compliance lead or a lawyer before an ad runs.

Say it’s an ad, up front

`CAP 2 · Influencer guidance`

Paid or on commission, the post is an ad, and people have to know that before they tap or read on.

Don’t say

- Our bath time saviour #gifted
  Flagged by the #ad check · CAP 2
- Couldn’t do nights without this #sp
  Flagged by the #ad check · CAP 2

Say instead

- #ad Our bath time routine
- #ad What gets us through the nights

Put #ad at the start of the caption and turn on Instagram’s paid partnership label too. In Stories, label every frame the product is in.

Infant formula can’t be advertised

`Infant formula rules · CAP 15`

Ads for infant formula, for babies under six months, aren’t allowed, and follow-on formula ads mustn’t look like them.

Don’t say

- Our first infant formula, link in bio.
  Flagged by this rulebook · Infant formula rules, CAP 15

No medical claims for babies

`CAP 12`

Colic, teething pain and nappy rash are medical. Only a licensed medicine or approved medical device can claim to treat them.

Don’t say

- It cured her colic in two days.
  Flagged by this rulebook · CAP 12

- Stops teething pain.
  Flagged by this rulebook · CAP 12

Say instead

- It’s what we use at bath time.

Safety claims need proof

CAP 3

Safe, non-toxic and chemical free are claims. The brand holds the test results that back them, or they come out.

Don’t say

- 100% safe for newborns.
  Flagged by this rulebook · CAP 3
- Completely chemical free.
  Flagged by this rulebook · CAP 3
- Midwife recommended.
  Flagged by this rulebook · CAP 3

Say instead

- It meets the toy safety standard, it says so on the box.

Show children safely

CAP 5

Babies and children are shown as they’d really and safely be cared for, and children are never urged to ask for a product.

Watch for

- A baby asleep face down beside the product
  For your reviewer · CAP 5
- Telling children to ask their parents for it
  For your reviewer · CAP 5

Instead

- Show it in use the way the instructions say

Made with AI? Say so

CAP 3

AI-made people, results and testimonials need a label wherever a viewer would take them as real.

Watch for

- An AI-made person giving a testimonial, with nothing to say so
  For your reviewer · CAP 3
- A result the product can’t give, made with AI
  For your reviewer · CAP 3

Instead

- Add a short on-screen line: “Made with AI”.

The rulebook

Sign up as a brand and these lines go on every product you add, ready to edit. Creators see them with the brief, and every script is read against them when it comes in for review.

Lines creators may not say

- Infant formula
- Colic or teething pain
- Cures, heals or treats any condition
- 100% safe
- Chemical free
- Midwife recommended

Lines creators may say

- What we use at bath time

Disclosure #ad

Use this rulebook: affilo.app/playbooks/baby/use

Sources

CAP Code section 2: recognition of marketing communications
An ad must be obviously identifiable as an ad.
www.asa.org.uk/type/non_broadcast/code_section/02.html

CAP Code section 3: misleading advertising
Evidence for objective claims, testimonials, prices and edited images.
www.asa.org.uk/type/non_broadcast/code_section/03.html

CAP Code section 5: children
How children are shown in ads and how ads speak to them.
www.asa.org.uk/type/non_broadcast/code_section/05.html

CAP Code section 12: medicines, medical devices, health-related and beauty products
Medical claims, and what beauty and health products may say.
www.asa.org.uk/type/non_broadcast/code_section/12.html

CAP Code section 15: food, food supplements and health or nutrition claims
Nutrition claims, health claims and medicinal claims for food.
www.asa.org.uk/type/non_broadcast/code_section/15.html

Regulation (EU) 2016/127 on infant and follow-on formula, as it applies in Great Britain
Infant formula may not be advertised; follow-on formula ads may not look like it.
www.legislation.gov.uk/eur/2016/127/contents

The ASA and CMA guide for influencers on making clear that ads are ads
Where #ad goes, and which labels aren't enough.
www.asa.org.uk/resource/influencers-guide.html