# What you can and can’t say about home products on Instagram

Home ads get pulled for green claims with nothing behind them, and for candles that claim to calm.

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

**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**

- Cosy corner glow up #sp
  Flagged by the #ad check · CAP 2
- Our new bedding, obsessed #collab
  Flagged by the #ad check · CAP 2

**Say instead**

- #ad Our cosy corner, done
- #ad A week with our new bedding

*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.*

## Green claims need detail and proof

`CAP 11`

Eco-friendly, sustainable and carbon neutral are claims about the whole product. Say exactly what’s true.

**Don’t say**

- Completely eco-friendly.
  Flagged by this rulebook · CAP 11
- 100% sustainable, guilt free.
  Flagged by this rulebook · CAP 11
- Carbon neutral candles.
  Flagged by this rulebook · CAP 11

**Say instead**

- The cover is 80% recycled cotton, it says so on the label.

## Candles and mattresses can’t treat anything

CAP 12

A candle, diffuser or mattress can’t claim to treat anxiety, asthma, back pain or sleep problems.

**Don’t say**

- This diffuser helps my anxiety.
  Flagged by this rulebook · CAP 12
- The mattress that fixed my back pain.
  Flagged by this rulebook · CAP 12

**Say instead**

- It’s the last thing I light before bed.

## Germ claims need lab results

CAP 3

Kills 99.9% of germs and antibacterial are claims that need test results for this product.

**Don’t say**

- Kills 99.9% of germs.
  Flagged by this rulebook · CAP 3
- Antibacterial, so you can skip the bleach.
  Flagged by this rulebook · CAP 3

**Say instead**

- I use it on the worktops every evening.

## Prices and made in claims must be true

CAP 3

A was price must be a real recent price, and handmade or made in Britain must be true of this product.

**Watch for**

- Was £80, now £40, when it never sold at £80
  For your reviewer · CAP 3
- Handmade, when it’s made in a factory
  For your reviewer · CAP 3

**Instead**

- Give the offer only as the brand gives it to you

## 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**

- Eco-friendly or planet friendly
- 100% sustainable
- Carbon neutral
- Anxiety, asthma or insomnia
- Fixes pain
- Kills germs
- Antibacterial

**Lines creators may say**

- The last thing I light before bed

**Disclosure** `#ad`

**Use this rulebook: affilo.app/playbooks/home/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 11: environmental claims**
Green, sustainable and carbon claims, and the evidence they need.
www.asa.org.uk/type/non_broadcast/code_section/11.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

**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