What you can and can’t say about supplements on Instagram

Most supplement ads that get pulled say one of a few things. Here they are, with what to say instead.

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

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

- Obsessed with my new morning routine #sp
  Flagged by the #ad check · CAP 2
- Thanks for my new favourite thing #collab
  Flagged by the #ad check · CAP 2

Say instead

- #ad Two weeks into my new morning routine
- #ad My honest thoughts after a month

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.

Never say it treats, cures or prevents anything

`CAP 15 · CAP 12`

A food supplement can’t claim to prevent, treat or cure a disease, or compare itself with a medicine.

Don’t say

- This cured my tiredness in a week.
  Flagged by this rulebook · CAP 15, CAP 12
- It’s better than ibuprofen for my joints.
  Flagged by the claims check · CAP 12
- I take it to prevent infections.
  Flagged by the claims check · CAP 15

Say instead

- It’s part of my morning now.
- I take one with breakfast, every day.

Health claims come from the GB register, word for word

GB register · CAP 15

A health claim is allowed only if it’s on the register for a nutrient the product has at a significant amount.

Don’t say

- It boosts your immune system.
  Flagged by the claims check · GB register
  Try: Talk about your routine, not what it does: “It’s part of my morning now.”
- NMN restores your NAD levels.
  Flagged by the claims check · GB register
  Try: Talk about your routine, not what it does: “It’s part of my morning now.”
- Increases your energy all day.
  Flagged by the claims check · GB register
  Try: Talk about your routine, not what it does: “It’s part of my morning now.”

Say instead

- Vitamin C contributes to the normal function of the immune system.
- Magnesium contributes to a reduction of tiredness and fatigue.

A significant amount is at least 15% of the reference intake in a daily dose. Creatine’s claim needs 3 g a day.

Leave ageing out of it

GB register · CAP 15

No claim to slow, stop or reverse ageing is authorised, and anti-ageing counts as one.

Don’t say

- Turn back the clock from the inside.
  Flagged by the claims check · GB register
  Try: Say your age if you like, then what your mornings look like now.
- The anti-ageing supplement I swear by.
  Flagged by this rulebook · GB register, CAP 15
- Younger cells in a month.
  Flagged by the claims check · GB register
  Try: Say your age if you like, then what your mornings look like now.

Say instead

- I’m fifty-two and this is what my mornings look like.

Don’t claim proof you can’t show

CAP 3

Clinically proven, expert recommended and the like need evidence the brand holds before the ad runs, about this product.

Don’t say

- Clinically proven to work.
  Flagged by the claims check · CAP 3
  Try: Say why you chose it instead: “I wanted one that’s third-party tested.”
- Doctor recommended and backed by science.
  Flagged by the claims check · CAP 3
  Try: Say why you chose it instead: “I wanted one that’s third-party tested.”

Say instead

- I chose this one because it’s one capsule a day.

No promises about results

CAP 3

Guaranteed, instant or for everyone is likely to mislead. Say what it was like for you.

Don’t say

- Guaranteed results.
  Flagged by the claims check · CAP 3
  Try: Say what it’s like for you, not for everyone.
- It works for everyone.
  Flagged by the claims check · CAP 3
  Try: Say what it’s like for you, not for everyone.

Say instead

- Here’s what a month looked like for me.

Weight loss: no numbers, no promises

CAP 13

An ad can’t promise a set amount of weight lost or a rate of loss.

Don’t say

- I lost 6kg in a month taking these.
  Flagged by the claims check · CAP 13
  Try: Talk about the routine, not the result: “It’s part of how I eat now.”

Say instead

- It’s part of how I eat now.

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”.

Authorised wording from the GB register

Word for word from the register. A line can be used only when the product has the nutrient at a significant amount: at least 15% of the reference intake in a daily dose, or 3 g a day for creatine.

Vitamin B12

- “contributes to the reduction of tiredness and fatigue”
- “contributes to normal energy-yielding metabolism”
- “contributes to the normal function of the immune system”
- “contributes to normal psychological function”

Vitamin B6

- “contributes to the reduction of tiredness and fatigue”
- “contributes to normal energy-yielding metabolism”
- “contributes to the normal function of the immune system”
- “contributes to normal psychological function”

Vitamin C

- “contributes to the reduction of tiredness and fatigue”
- “contributes to the normal function of the immune system”
- “contributes to normal collagen formation for the normal function of skin”
- “contributes to normal energy-yielding metabolism”

Vitamin D

- “contributes to the normal function of the immune system”
- “contributes to the maintenance of normal bones”
- “contributes to the maintenance of normal muscle function”

Magnesium

- “contributes to a reduction of tiredness and fatigue”
- “contributes to normal muscle function”
- “contributes to normal psychological function”
- “contributes to normal energy-yielding metabolism”

Iron

- “contributes to the reduction of tiredness and fatigue”
- “contributes to normal cognitive function”
- “contributes to the normal function of the immune system”

Zinc

- “contributes to normal cognitive function”
- “contributes to the maintenance of normal skin”
- “contributes to the maintenance of normal hair”
- “contributes to the normal function of the immune system”

Biotin

- “contributes to the maintenance of normal hair”
- “contributes to the maintenance of normal skin”
- “contributes to normal energy-yielding metabolism”

Riboflavin (vitamin B2)

- “contributes to the reduction of tiredness and fatigue”
- “contributes to the maintenance of normal skin”

Niacin (vitamin B3)

- “contributes to the reduction of tiredness and fatigue”
- “contributes to the maintenance of normal skin”
- “contributes to normal psychological function”

Creatine

- “increases physical performance in successive bursts of short-term, high intensity exercise”

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

- Cures, treats or prevents any condition
- Medication or prescription
- Reverses ageing or anti-ageing
- Weight loss or lose weight

Lines creators may say

- Part of my morning routine

Disclosure #ad

Use this rulebook: affilo.app/playbooks/supplements/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 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 13: weight control and slimming
Weight-loss claims, amounts and rates of loss.
www.asa.org.uk/type/non_broadcast/code_section/13.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

The GB nutrition and health claims register
The authorised health claims, word for word, and the conditions for each.
www.gov.uk/government/publications/great-britain-nutrition-and-health-claims-nhc-register

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