



## Food & Drink Policy Reminders

The following content is valid as of Oct 5, 2023 and subject to change. Up-to-date information on industry, creative, and regional advertising policies can be found on the TikTok Business Help Center ⓘ



### ★ Landing Page ★

Landing pages that require users to download additional programs or input personal information in order to access the main content on the landing page are prohibited ⓘ

### Body Image

- ★ Ads must not promote or reinforce negative or unhealthy body images and must not exploit insecurities to conform to certain beauty ideals or standards
- ★ Ads must not contain insulting, offensive, or distasteful messaging which could make users feel negative about the way they look, must not suggest that you must look a certain way, or that if you look a certain way you will be more desirable, successful, happy or popular for that reason ⓘ



### ★ Promises ★

Ads must not contain an exaggerated performance or promise concerning a product's effect ⓘ

## ★ Prohibited ★

TikTok recommends reviewing the prohibited content guidelines before any campaign ⓘ

Examples of prohibited content:

- ★ ads promoting weight loss/management fasting products or services (including supplements, fat burning pills, appetite suppressants, weight loss/detox teas, etc.) ⓘ
- ★ performance promises referencing permanent changes to the human body ⓘ



## ★ Alcohol



Display or promotion of alcohol brand names, bar scenes, or scenes of drinking in real life are prohibited in some ad targeting regions ⓘ



## ★ HFSS ★

Ads for foods high in fat, salt, or sugar must:

- ★ not encourage unhealthy eating habits such as excessive consumption
- ★ not specifically target or appeal to kids (aged 13-16 or under)
- ★ not feature a specific call to purchase ⓘ

### For further reading:

TikTok Business Help Center Advertising Policies

[ads.tiktok.com/help/article/advertising-on-tiktok-first-things-to-note](https://ads.tiktok.com/help/article/advertising-on-tiktok-first-things-to-note)