



Guidelines for Cosmetic Advertising Materials

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I. Introduction

This guide pertains to the rules and regulatory procedures for advertising materials for cosmetics, approved by the Egyptian Drug Authority in accordance with the authority establishment law promulgated by Law No. 151 of 2019.

II. Advertising controls for cosmetics

- 1) It is prohibited to use the name or logo of the Egyptian Drug Authority, directly or indirectly, without obtaining a prior written approval.
- 2) Adherence to the following controls in all advertising materials:
 - The Arabic language shall be the language used, and other languages may be used provided that they are compatible with the Arabic content.
 - The use of easy-to-understand language and avoidance of complex medical terms that are inappropriate for the target audience, to be appropriate for people with medium level awareness.
 - The image and data of the product used must be identical to the actual image and data enrolled to the Egyptian Drug Authority.
 - Adhering to the permissible claims and not addressing therapeutic claims that go beyond the scope of its enrollment as a cosmetic product.
 - In the case of testimonials and recommendations of the users regarding the product, they must be documented, correct and not misleading, and explain only typical cases.
- 3) The information contained in the advertising material must be:
 - Provable
 - Accurate
 - Not exaggerative, deceptive or overestimate in the results and benefits
 - With a clear meaning
 - Not misleading and not contain incomplete research results that do not reveal the truth.



- 4) The advertising materials may include the following:
- A reference to the existence of a sponsorship agreement/contract from any entity, provided that this entity practices a health-related activity, provided that the advertised company submits a sponsorship agreement/contract.
 - A reference to the endorsement of health care professionals in their professional capacities, or an endorsement from any Egyptian accredited health authority, provided that the advertised company submits an official written approval of the endorsement.
 - In the case of contracting with influencers to advertise a product, the advertising company shall be responsible for the content of the advertising material with the controls mentioned in this guide without vulgarity or improvisation.
- 5) The following is prohibited in all advertising materials:
- Offending any other product, directly or indirectly.
 - Inclusion in the advertising material a content that violates public traditions and morals.
 - Encouraging the inappropriate or excessive use of cosmetics.
 - Exploiting the lack of knowledge and public awareness and using scientific data that cannot be verified or proved by people with low level awareness
 - Encouraging unhealthy or harmful lifestyle or practices depending on the use of the product.
 - Indicating that the product must be used, causing alarm that a healthy person has a serious illness, or indicating that it is absolutely safe or has no side effects.
 - Directing the advertising material to children or containing hostile, violent or dangerous scenes.
 - Recommending the use of the product except for the purposes and categories for which it is indicated (such as children, pregnant or lactating women).

III. Notification steps for cosmetic advertising materials (Commercial Ads)

- 1) The product is enrolled in the Egyptian Drug Authority and during the validity period of the enrollment.
- 2) The company begins executing the advertisement, while complying with the advertising controls for cosmetics (attached)
- 3) The company submits the notification file of the advertising material for a period of one year to the General Administration for Regulation of Marketing and Advertising Materials at least three working days prior to the date of the advertising material publishing (via the electronic platform "PROMAT").
- 4) The company is obligated to add the identification (notification) number of the advertising material (obtained via PROMAT) and the issuance date.
- 5) The advertising materials are monitored periodically after they are published.



IV. Violation Cases

In the case of a violation in the advertising materials is detected, the following shall be done:

- Informing the company of the necessity of submitting a corrective action plan to stop the violating advertising material or placing a corrective advertising material in the case of a harm reached the audience from the previously published violating advertising material.
- In the case that the company does not submit a corrective action plan, it will be listed on the non-compliant companies list, and it followed by the suspending of the enrollment of any new products in the name and in favor of the company in the Egyptian Drug Authority for a period of six months, or until ensuring the company's compliance with the advertising materials controls, whichever comes first, and in case of repetition, an enrollment cancellation will be achieved regarding the product mentioned in the offending advertising material.
- In the case of mentioning any claims in the advertising material other than the uses disclosed in the cosmetic enrollment file, a new file must be resubmitted to the General Administration for Regulation of Marketing and Advertising Materials to be revised to obtain prior approval before publishing the advertising material.