



Use Clear Brand Identification

Show your brand name/logo early in the video to avoid being flagged as unclear or deceptive.



No Medical Claims Without Proof

Avoid words like *treats* or *fixes* unless FDA cleared. Use *supports* or *helps* instead.



Avoid Before/After Images

These are a top reason for disapproval. Consider lifestyle footage or product demos instead.



Tone Down the Close Ups

Extreme close-ups of skin, faces, and bodies often trigger rejection. Pull back the framing.



Watch Your Language

Soften or rephrase commonly flagged words like *detox* or *anti-aging*.



Disclaimers Help (A Lot)

Add *results may vary* in small text when talking about outcomes. Include disclaimers in video and description.



Use Skippable Formats When Testing

Skippable in-stream ads are more forgiving for early tests. Save non-skippables for proven winners.