**March 2020 - Clinics advertising botulinum toxin products**

MHRA is working with the Advertising Standards Authority to ensure compliance for [advertising of botulinum toxin products on social media](https://www.asa.org.uk/news/enforcement-update-ads-for-botox-on-social-media.html). In the last two months we have referred 31 social media advertising cases to the ASA. We also took compliance action on companies advertising in other ways and 2 companies amended their advertising following MHRA action on complaints to ensure that prescription only medicines are not promoted to the public:

Beautiful You, Oxfordshire

Moda Aesthetics Clinic, Chorley

The list relates to specific advertising action taken on a particular date and is no endorsement of the ongoing practices of the clinic.

You can see details of MHRA guidance for providers that offer medicinal treatment services in [Appendix 6](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/407289/Appendix_6_-_Blue_Guide.pdf) of the [MHRA Blue Guide](https://www.gov.uk/government/publications/blue-guide-advertising-and-promoting-medicines).