**SUMMARY REPORT FOR PUBLICATION**

**January 2023 Promotion of hair-loss treatments by Hims UK Limited**

A Google advert for hair-loss treatments by Hims UK Limited was brought to the attention of the MHRA. The advertisement made the promotional claim “clinically proven to regrow hair in 3–6 months or your money back”.

MHRA upheld the complaint with a view that this claim suggested that the effects of taking a medicinal product for hair-loss were guaranteed and gave the impression that the money-back offer is directly related to treatment results i.e., “re-grow hair in 3-6 months”. The advert was therefore in breach of regulation 287 (1a) of the Human Medicines Regulations 2012, which provide that:

“287 (1) A person may not publish an advertisement relating to a medicinal product that suggests that the effects of taking the medicinal product— are guaranteed”

Hims UK Limited confirmed that they have withdrawn the advertisement from use. The company also agreed to review their advertising and associated materials to ensure it complies with the Regulations and MHRA guidance for providers that offer medicinal treatment services in [Appendix 6](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/956859/Appendix_6.pdf) of the [MHRA Blue Guide](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/956846/BG_2020_Brexit_Final_version.pdf).