

diet;

- (v) People who embark upon a weight-reducing diet without professional advice;
- (vi) People convalescing from an illness who have leeway to make up in their nutrition;
- (vii) Athletes in training and those in very physically active occupations;
- (viii) Women of child-bearing age who may need supplementary iron;
- (ix) Lactating women, who have increased dietary requirements of vitamin and minerals; and
- (x) Pregnant women, who have increased dietary requirements of vitamins and minerals, and who have been personally and professionally advised to supplement their diet.

5. Illness

- 5.1 It should be noted that although there may be some depletion of vitamin stored during illness it may not be claimed that the replacement of such vitamin will influence recovery, either by speed or degree.
- 5.2 In serious illness, and in some diseases, an individual's intake or utilisation of dietary vitamins and minerals may be impaired and the intake needs to be augmented. The prescription of vitamins and minerals in those cases should be the province of the doctor, and self-medication should not be encouraged.

6. Cosmetics

- 6.1 There is no generally accepted medical evidence that the application of vitamin to the skin is in any way beneficial or that it has any effect either in promoting suntan or preventing sunburn.
- 6.2 Advertisement claims for vitamins in cosmetics should be restricted to a statement that the product contains a specified vitamin or vitamins.

PART 10 – Motoring

- 1. Advertisements for motor vehicles, fuel or accessories should avoid portraying or referring to practices that encourage or condone anti-social behaviour.
- 2. Advertisers should not make speed or acceleration claims the predominant message of their advertisements. However, it is legitimate to give general information about a vehicle's performance such as acceleration and midrange statistics, braking power,

road-holding and top speed.

3. Advertisers should not portray speed in a way that might encourage motorists to drive irresponsibly or to break the law.
4. Vehicles should not be depicted in dangerous or unwise situations in a way that might encourage or condone irresponsible driving. Their capabilities may be demonstrated on a track or circuit provided it is clearly not on a public highway.
5. Care should be taken in cinema commercials where moving images may give the impression of excessive speed. In all cases where vehicles are shown in normal driving circumstances on public roads they should be seen not to exceed speed limits.
6. When making environmental claims for their product, advertisers should conform to the rules on Environmental Claims.
7. Prices quoted should correspond to the vehicles illustrated. For example, it is not acceptable to feature only a top-of-the-range model alongside the starting price for that range.
8. Safety claims should not exaggerate the benefit to consumers. Advertisers should not make absolute claims about safety unless they hold evidence to support them.

PART 11 – Environmental Claims

1. The basis of any claim should be explained clearly and should be qualified where necessary. Unqualified claims can mislead if they omit significant information.
2. Claims such as ‘environmentally friendly’ or ‘wholly biodegradable’ should not be used without qualification unless advertisers can provide convincing evidence that their product will cause no environmental damage. Qualified claims and comparisons such as ‘greener’ or ‘friendlier’ may be acceptable if advertisers can substantiate that their product provides an overall improvement in environmental terms either against their competitors’ or their own previous products.
3. Where there is a significant division of scientific opinion or where evidence is inconclusive this should be reflected in any statements made in the advertisement. Advertisers should not suggest that their claims command universal acceptance if that is not the case.
4. If a product has never had a demonstrably adverse effect on the environment, advertisements should not imply that the formulation has changed to make it safe. It is legitimate, however, to make claims about a product whose composition has changed