

Health Supplement Advertising Guidelines

Taboola's advertising policies are designed to help you be successful with your campaigns by ensuring your ads follow applicable laws and that your ads promote a positive experience for viewers

GENERAL

- Ensure content/product complies with all applicable regulatory guidelines and local laws
- Using scare tactics such as exploiting extremely sick people or showing blood in images is not permitted
- Showing images of users injecting the product is not permitted
- Use honest, clear and understandable language to consumers
 - Make clear that the product does not treat, prevent, or reverse a disease or condition
 - Use qualifying health claims (relieve, help, etc) associated with symptoms only
 - May not discourage conventional or essential medicines

How to phrase Health Claims:

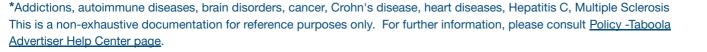
This can cure or eliminate insomnia This can cure or eliminate <u>tiredness</u> This may help relieve insomnia This may help relieve tiredness

CREATIVES

Targeting users for having a specific serious diseases* or conditions to promote a product or a service (includes the use of 2nd person) is not permitted

Phrasing Examples:

You may regret not checking this insomnia product Option to ease <u>tiredness</u> here













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LANDING PAGE

Giving the false impression that users are viewing a news site or anything that is not promotional in nature is not permitted (for example, a disclosure "Advertorial" or equivalent should be written in prominent lettering at the top of the page)

ADVERTORIAL

Provide peer reviewed clinical studies or other scientific evidence linked to the landing page for health claims made

[1] Article Name, World Journal ABC, Month/Year [Link][2] Article Name, World Journal ABC, Month/Year [Link]

- Display clearly visible disclaimers including:
 - List of ingredients
 - Address that the offer is not intended to diagnose, treat, cure, or prevent any disease; the offer does not constitute medical advice; the offer is not a substitute for medication or other treatment prescribed by a physician or health care provider; users should consult a doctor before starting any treatment
 - Comply with any country specific requirements (for example FDA disclosure in the United States)

Please consult with a physician or other healthcare professional regarding any medical or health related diagnosis or treatment options. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

This is a non-exhaustive documentation intended for reference purposes only. For further information, please consult Policy -Taboola Advertiser Help Center page.