



Additional Guidelines For Health and Wellness Celebrities

For Prelims: Additional Guidelines For Health and Wellness Celebrities, Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022, [Consumer Protection Act 2019](#), [Consumer Welfare Fund](#).

For Mains: Additional Guidelines For Health and Wellness Celebrities and Significance.

[Source: PIB](#)

Why in News?

Recently, the Ministry of Consumer Affairs, Food and Public Distribution, has issued **Additional Influencer Guidelines For Health and Wellness Celebrities, Influencers and Virtual Influencers**, making it mandatory for them to give disclaimers while presenting as Health Experts.

- These guidelines are an extension of the previously established "**Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022**".
- The additional guidelines aim **to deal with misleading advertisements, unsubstantiated claims and ensure transparency** in health and wellness endorsements.

What are the Key Highlights of the Guidelines?

- **Disclosure of Health Certificates:**
 - Certified medical practitioners and health & fitness experts holding certifications from recognised institutions when sharing information, promoting products or services or making any health-related claims, must **disclose that they are certified health/fitness experts** and medical practitioners.
- **Must Provide Clear Disclaimer:**
 - Celebrities, influencers, and virtual influencers **who position themselves as health experts or medical practitioners** need to provide clear disclaimers.
 - These disclaimers must **emphasize that their endorsements should not be treated as substitutes** for professional medical advice, diagnosis, or treatment.
 - Endorsers must encourage their audience to seek advice from health and wellness centers prior to making any significant alterations to their diet, exercise or medication routines.
- **Adequate Due Diligence:**
 - Endorsers will have to conduct adequate due diligence before **endorsing any product or service**. They may, preferably, use or experience product or service to the extent **possible before endorsement**.
 - Influencers and virtual influencers must refrain from **making false, misleading or exaggerated claims** that could potentially mislead their consumers.
- **Scope of Disclosure:**
 - The requirement for disclosure or **disclaimer applies to endorsements**, promotions, and instances where health-related claims are made.
 - Topics such as health benefits from **food items, nutraceuticals, disease prevention,**

treatment, cure, medical conditions, recovery methods, and immunity enhancement fall within the purview of these regulations.

▪ **Exemptions for General Wellness Advice:**

- General wellness and health advice, which do not pertain to specific products, services, health conditions, or outcomes, are exempt from these regulations.
 - For instance, advice like "Drink Water and Stay Hydrated," "Exercise Regularly," and "Get Enough Good Sleep" are exempt.

▪ **Distinguishing Personal Views and Professional Advice:**

- Celebrities who position themselves as health experts must clearly differentiate between their personal **opinions and professional advice**.
- They are cautioned against making specific health claims without credible evidence. Encouraging audiences to **consult healthcare professionals** for accurate medical advice is strongly recommended.

▪ **Enforcement and Penalties:**

- The Department of Consumer Affairs will actively monitor and enforce these guidelines.
- Violations may lead to **penalties under the [Consumer Protection Act 2019](#)** and other relevant legal provisions.

What are the Initiatives for Consumer Protection?

- [Consumer Welfare Fund](#)
- [Central Consumer Protection Council](#)
- [Consumer Protection Rules, 2021](#)
- [Consumer Protection \(E-Commerce\) Rules, 2020](#)
- [National Consumer Day](#)

PDF Reference URL: <https://www.drishtias.com/printpdf/additional-guidelines-for-health-and-wellness-celebrities>

