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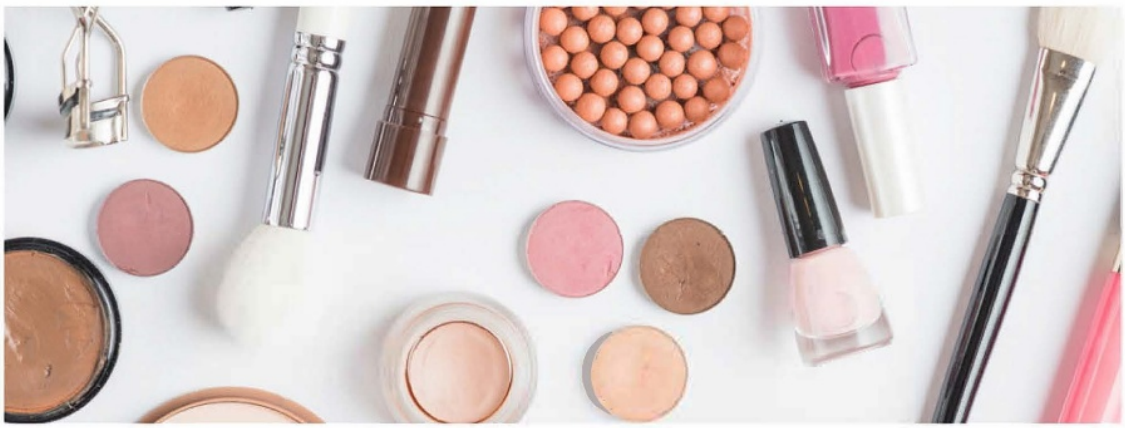
Guidelines for Law Enforcement on Cited Contents in Advertisements (Draft for Comments)

广告引证内容执法指南（征求意见稿）

State Administration for Market Regulation

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Attachment 1

Guidelines for Law Enforcement on Cited Contents in Advertisements

(Draft for Comments)

In order to further improve the efficiency of administration and law enforcement on cited contents in commercial advertisements (hereinafter referred to as "advertisements"), effectively regulate such cited contents, the *Guidelines* is hereby formulated in accordance with the "Advertising Law of the People's Republic of China" (hereinafter referred to as the "Advertising Law") and other relevant laws and regulations.

1. The *Guidelines* is intended to provide guidance for market administration departments in conducting law enforcement on cited contents in advertisements, and serve as a reference for local market administration departments in their work.

2. For the purposes of the *Guidelines*, the term "cited contents in advertisements" refers to data, statistical materials, survey results, abstracts, quotations, and other contents that are cited from third parties in advertisements and are related to the promoted goods or services (hereinafter collectively referred to as "goods").

The term "cited advertisements" mentioned in the *Guidelines* refers to advertisements that use cited contents.

3. The cited contents in advertisements shall be authentic, accurate, and legal. No fictitious, forged, or unverifiable contents shall be cited, and there shall be no deception or misleading of consumers.

Advertisers shall be responsible for the authenticity, accuracy, and legality of all advertisement contents, including the cited contents, and shall bear the burden of proof in accordance with the law.

Make Sure Your Products Entering Global Market with Compliance

What we can do for you?



+ Responsible person (RP) service in China
+ Cosmetic formula and label compliance review
+ Product registration and notification
+ New cosmetic ingredient (NCI) registration and notificaion
+ Ingredient safety information submission
+ Cosmetic efficacy evaluation



+ Cosmetic formula and label compliance review
+ EDI Notification
+ Cosmetic QC test service
+ Functional cosmetic registration
+ Ingredients registration by ICID



+ Marketing license application
+ Cosmetics notification
+ Ingredients analysis and full ingredient list translation
+ Cosmetic test service
+ Label & advertisement review



+ Responsible Person (RP) service in the EU & UK
+ Cosmetic Product Notification Portal (CPNP)
+ Cosmetic Product Safety Report (CPSR)
+ Preparation of Product Information File (PIF)



+ Cosmetic formula and label compliance review
+ FDA Voluntary Cosmetic Registration Program (VCRP)
+ California Safe Cosmetics Program (CSCP)
+ Toxicological Risk Assessment (TRA)
+ INCI application

What makes us unique?

- ☑ Connect with officials and associations
- ☑ Flexible consulting service packages
- ☑ Team of qualified toxicology and regulatory experts

CONTACT US | ☎ +353 1 8899 951 / +86 (0)571 8609 4444 ✉ cosmetic@chemlinked.com

附件 1

广告引证内容执法指南
（征求意见稿）

为进一步提升商业广告（以下简称广告）引证内容监管执法工作效能，切实规范广告引证内容，依据《中华人民共和国广告法》（以下简称《广告法》）等法律法规规定，制定本指南。

一、本指南旨在为市场监管部门开展广告引证内容执法提供指引，供各地市场监管部门在工作中参考适用。

二、本指南所称的广告引证内容，是指在广告中引用出自第三方，并且与所推销的商品或者服务（以下统称商品）有关的数据、统计资料、调查结果、文摘、引用语等内容。

本指南所称的引证广告，是指使用了引证内容的广告。

三、广告引证内容应当真实、准确、合法，不得引用虚构、伪造或者无法验证的内容，不得欺骗、误导消费者。

广告主应当对引证内容等全部广告内容的真实性、准确性、合法性负责，并依法承担举证责任。

四、广告引用的数据基于实验或者试验（以下统称实验）、测量、检验检测等方式取得的，出具相关实验结论、测量结果或者检验检测数据（含结果、结论等，下同）的机构应当具有相应的法定资质和专业能力，其计量器具、设施环境等应当符合法律、法规、规章、强制性国家标准、计量技术规范等国家有关要求。

实验、测量、检验检测等方法有国家标准或者行业标准的，应当符合国家标准或者行业标准规定；没有国家标准或者行业标准的，应当采用相关行业、领域普遍认可的方法。

五、广告中引用的统计资料或者调查结果应当通过科学方法取得，其统计和调查范围应当具有广泛性、合理性。采用抽样方式进行统计或者调查的，其调查样本应当符合科学性、代表性和普遍性要求，其结果偏差应当在合理范围内。



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REMOVE COSMETIC REGULATORY BARRIERS EXPEDITE GLOBAL MARKET ACCESS

- In-time regulatory information and market access requirements
- Supported by local and experienced technically adept technical team
- Strategic partnerships with competent authorities and industrial associations worldwide
- Customized consulting service for complete compliance solutions.

OUR SERVICES

Information & Knowledge

News, Reports, Expert Analysis
Pedia-articles

Databases

Regulatory Database, English Translations
Inventories/Lists

Solutions

Regulatory Compliance Service, On-demand Translation, Advertisement Service,Tailor-made Service, E-commerce Solution

Training

Webinars, Online Course
Offline Events

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