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Guidelines for Law Enforcement on Cited Contents in Advertisements

《广告引证内容执法指南》

State Administration for Market Regulation

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Translated by ChemLinked

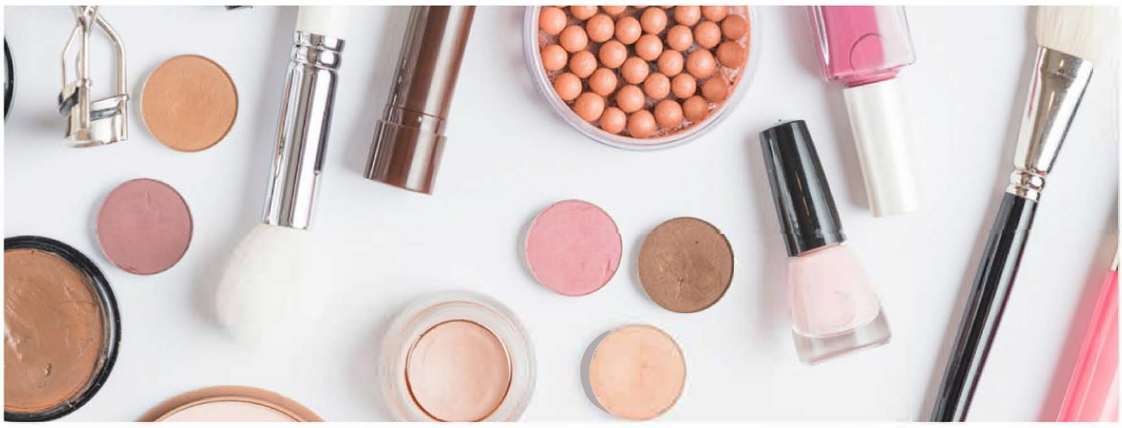
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Announcement of the State Administration for Market Regulation

No. 20 of 2026

Announcement of the State Administration for Market Regulation on Issuing the *Guidelines for Law Enforcement on Cited Contents in Advertisements*

In accordance with the *Advertising Law of the People's Republic of China* and other relevant laws and regulations, the State Administration for Market Regulation has formulated the *Guidelines for Law Enforcement on Cited Contents in Advertisements*, which is hereby announced.

State Administration for Market Regulation

June 3, 2026

Guidelines for Law Enforcement on Cited Contents in Advertisements

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

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

2. For the purposes of the *Guidelines*, the term "cited contents in advertisement" refers to data, statistical materials, survey results, abstracts, quotations and other contents cited in an advertisement that is generated or produced by a natural person, legal person, or other organization other than the advertiser, which relate to the goods or services (hereinafter collectively referred to as "goods") promoted by the advertiser.

The term "citation-containing advertisement" means an advertisement that contains cited contents.

3. All cited contents in advertisements shall be true, accurate, and legal. No fictitious, forged, or unverifiable contents shall be cited, nor shall contents that deceive or mislead consumers be cited.

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

4. Where the data cited in an advertisement is obtained through experiments, measurements, inspection and testing, or other means, the institution issuing the relevant experimental conclusions, measurement results, or inspection and testing data (including results, conclusions, *etc.*, the same below) shall possess corresponding statutory qualifications and professional capabilities, with its measuring instruments, facilities and environments complying with the relevant national requirements such as laws, regulations, rules, mandatory national standards, and metrological technical standards.

If there are national standards or industry standards for the methods of experiments, measurements, inspection and testing, *etc.*, such methods shall comply with the provisions of the corresponding national standards or industry standards. In the absence

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+ 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)
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国家市场监督管理总局

公　告

2026 年第 20 号

市场监管总局关于发布

《广告引证内容执法指南》的公告

依据《中华人民共和国广告法》等法律法规，市场监管总局制定了《广告引证内容执法指南》，现予公告。

市场监管总局

2026 年 6 月 3 日

广告引证内容执法指南

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监管执法提供指引，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，是指在广告中引用广告主以外的自然人、法人或者其他组织生成、制作，并且与广告主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，是指含有引证内容的广告。

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、测量、检验检测等方式获取的，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、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，其样本应当符合科学性、代表性要求，其结果偏差应当在合理范围内。

六、广告引证内容应当准确，并与其所依据的实验结论、测量结果、检验检测数据、科研成果、统计资料、调查结果、文献资料等的意思表达一致。

七、广告中引用的文摘、引用语应当与原文意思表达一致，其引自的文献资料应当真实存在且可查询，其观点应当符合科学常识。

八、引证广告依法应当如实表明引证内容的出处。

前款所称的出处，包括开展实验、测量、检验检测、科研、统计、调查等机构名称（姓名），或者文献资料等的题目及其著者名称（姓名）等信息。

引自期刊的，应当表明期刊名称、期号、刊次等信息。



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