



Sarah Owen MP
Chair, Women and Equalities Committee
House of Commons
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12 March 2026
By email

Dear Ms Owen,

Ref: Irresponsible ads for non-surgical liquid Brazilian Butt Lifts (BBLs) and cosmetic surgery abroad

I'm writing on behalf of the Advertising Standards Authority (ASA) to share some information on our work to tackle irresponsible advertising for high- risk cosmetic procedures.

The Committee of Advertising Practice (CAP), the body who writes the UK advertising rules, has published two reports on work it has carried out to tackle irresponsible ads for non-surgical liquid BBLs and cosmetic surgery abroad. Its monitoring and enforcement action follows a series of ad bans by the ASA. We noted the Committee's report on cosmetic procedures last month. Our Enforcement Report on BBLs in particular speaks to the Committee's findings on high-risk procedures being subject to formal regulation to help better protect the public from harm. It's our view that allowing only suitably qualified, Care Quality Commission-registered healthcare professionals to administer high-risk procedures, would strengthen protections for consumers and contribute to raising advertising standards in this area.

Demand for cosmetic procedures has grown in recent years, driven by changing beauty trends and social media. Whilst currently legal, liquid BBLs are unregulated in the UK and can lead to serious complications, including infection, sepsis and embolism. Surgery abroad can also involve added risks, particularly where standards of care differ from those in the UK, and for some people, these procedures have had devastating consequences.

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ASA Council Matt Barwell, Murphy Cobbing, Elizabeth Gordon, Alison Hastings, Claire Hilton, Mark Howe, Rotha Johnston, Richard Lloyd, Kirsten Miller, Rebecca Rumbul, Krystle Sargent and Monisha Shah

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That is why we have strict rules in place which ban ads for downplaying the physical risks, suggesting the procedures are safe, exploit insecurities or pressure people into making quick decisions.

Liquid BBLs

However, our monitoring of ads for non-surgical liquid BBLs has [revealed](#) that advertising of the sector remains concerning. Using our Active Ad Monitoring System (AAMs) to process 900 ads between April and December 2025, we found that only 11.5% of the ads we assessed stuck to the advertising rules. We found that ads used limited offers that risk pressuring people into making quick decisions about serious medical procedures, claimed that procedures were 'safe' and played on body insecurities. Following this monitoring, we've contacted clinics telling them to amend or remove ads that broke the rules and to set out clearly the rules they must stick to, as well as working with Meta to have problem ads removed.

It's extremely rare to see such a high proportion of advertisers in one area breaking the rules, pointing towards deeper problems in a sector that lacks regulation. We support the introduction of measures by government that would only allow suitably qualified medical professionals to carry out high-risk procedures, helping to strengthen protections for the public. We hope that more formal oversight of the sector would extend to the way it is advertised to the public. Once those regulations are in place, we'll resume our proactive AI-led monitoring to ensure advertising in this sector reflects the seriousness and risks of these procedures.

Cosmetic surgery abroad

We also [monitored](#) advertising by overseas cosmetic surgery clinics targeting UK audiences. We processed 4,000 ads across two monitoring phases and instructed 24 clinics to remove problematic ads, such as ads promoting 'Mommy makeover' packages and using time limited offers.

Following our [enforcement](#) and [guidance](#), the number of advertisers sticking to the rules increased to 84.2%. This shows how targeted, proactive enforcement can drive real improvements, helping to make advertising for high-risk procedures safer and more responsible for the public.

These monitoring reports send a strong warning to the industry that we are proactively monitoring advertising in these sectors and we will take action where ads break the rules.

Please do not hesitate to get in touch if you would like to hear more about this work, or more generally about our rules to ensure cosmetic surgery advertisements are socially responsible.

Kind Regards,
Grace Curley, Public Affairs Adviser