# Advertising Standards Authority bans ads for liquid Brazilian Butt Lifts



The Advertising Standards Authority (ASA) has imposed a ban on several advertisements promoting liquid Brazilian Butt Lifts (BBLs), citing that they exerted undue pressure on women to undergo the cosmetic procedure. This decision comes after an investigation that began late last year, during which the ASA assessed multiple ads that it deemed irresponsible and exploitative, particularly regarding vulnerabilities surrounding body image.

The ASA identified six adverts from various cosmetic treatment providers that violated its advertising rules. The companies involved include Beautyjenics Ltd, Bomb Doll Aesthetics, CCskinlondondubai, EME Aesthetics & Beauty Academy Ltd, NKD Medical Ltd, and Rejuvenate Academy Ltd. Each of these firms has been instructed to suspend future advertisements that mirror the problematic styles of the ads in question.

According to the ASA, the offending adverts "irresponsibly pressured consumers into booking, trivialised the risks of liquid BBLs, or exploited women’s insecurities surrounding body image." The regulator expressed its commitment to rigorous oversight, warning that it would take swift action against any advertisers who breach these new directives. It also highlighted the need for advertisers to approach procedures associated with considerable risks with the utmost caution, noting that current regulations around liquid BBLs are lacking.

As part of the investigation, the ASA undertook a targeted review of advertisements for cosmetic surgeries and non-surgical interventions using its Active Ad Monitoring system. This AI-powered tool scours online advertisements to ensure compliance with advertising standards. Several advertisements were flagged, prompting the detailed investigations.

An example of a flagged advertisement included a Facebook ad from CCskinlondondubai, which was discovered in November 2024. The ad featured promotional graphics indicative of a sale, claiming “Get the curves and contours you’ve always wanted with our safe and effective body filler treatments,” which the ASA found to exploit insecurities and create a misleading sense of urgency for potential customers.

The liquid BBL procedure, which involves injecting hyaluronic acid to alter the shape of the buttocks or breasts, is particularly concerning due to its high risk and the fact that untrained individuals can legally perform it in the UK. This has resulted in numerous complications, with media reports indicating that hundreds of women have been hospitalised following botched procedures. Notably, Alice Webb, a woman who underwent a liquid BBL at a UK clinic, sadly died last year, which has heightened scrutiny of the industry.

The ASA reiterated the seriousness of the decision-making involved in undergoing cosmetic procedures and underscored that advertisements which trivialise this process or create pressure have the potential to cause real harm. The regulator plans to continue monitoring the cosmetic surgery sector closely to ensure compliance with advertising standards and to promote responsible marketing of cosmetic interventions.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.independent.co.uk/news/uk/home-news/asa-facebook-instagram-north-b2734009.html> - This article supports the claim that the Advertising Standards Authority (ASA) banned ads from six companies for irresponsibly promoting liquid Brazilian Butt Lifts (BBLs). It highlights how the ads exploited women's insecurities and trivialized the risks associated with the procedures.
* <https://www.the-independent.com/news/uk/home-news/liquid-bbl-ad-advertising-regulator-b2733500.html> - This article corroborates the ASA's concerns over the irresponsible advertising of liquid BBLs and mentions Alice Webb's death after a procedure, emphasizing the high risks associated with these procedures.
* <https://www.asa.org.uk/rulings/rejuvenate-academy-ltd-a25-1274788-rejuvenate-academy-ltd.html> - This ASA ruling details the outcome for Rejuvenate Academy Ltd, illustrating how the ASA addressed ads from various providers that breached advertising standards by creating undue urgency for bookings.
* <https://www.asa.org.uk/rulings/bomb-doll-aesthetics-a25-1274784-bomb-doll-aesthetics.html> - This ruling focuses on Bomb Doll Aesthetics, explaining how their Black Friday promotions were deemed irresponsible and how they failed to respond to ASA inquiries, breaching advertising codes.
* <https://www.noahwire.com> - This is the original source article detailing the ASA's actions against ads promoting liquid BBLs, though it doesn't provide additional external validation beyond summarizing the events.