

LESS HEALTHY FOOD AD RESTRICTIONS: QUICK TIPS FOR OCT 1ST



From October 1 2025, new rules will affect the advertising of Less Healthy Food (LHF) products to UK audiences. The restrictions apply to adverts which contain an identifiable LHF product. Brand advertising is still allowed, provided you do not show any identifiable LHF products.

Below is guidance for adverts that are planned to run between October 1, 2025 and January 5, 2026. From January 5, the Advertising Standards Authority (ASA) will have full legal enforcement powers and separate guidance will apply.

WHAT CHANNELS ARE RESTRICTED?

- Advertising on TV before the watershed (between 5.30am-9pm) including on ODPS or IPTV channels that are regulated by Ofcom.
- Paid-for online advertisements at any time, including Video on Demand and IPTV services not regulated by Ofcom.
- Companies can continue to advertise on other media – such as out of home, cinema, and print – provided they adhere to the existing HFSS rules set out by CAP / BCAP and any other existing policies by individual channels (e.g. Transport for London)

IS MY PRODUCT IN SCOPE?

- There is a clear and easy way of finding out if your product is in scope of the restrictions.
- Firstly, check whether it is [listed](#) in the Government's 13 categories of products in scope, then check if it is classed as High in Fat, Salt, or Sugar.
- If both tests apply, you need to make sure the product is not identifiable in any of your advertising on the restricted media.

WHAT SHOULDN'T I DO?

- NAME an LHF product – in text or audio
- SHOW an LHF product
 - In its packaging and recognisable
 - Out of packaging, but recognisable
 - In an animated or artistic style
 - In an ad alongside a non-LHF variant
 - In promotional/2-for-1, customer experience or loyalty scheme ads
 - In the background of an ad, but identifiable in real time
- Include branding inextricably linked to an LHF product variant
- Use a combination of factors that may identify an LHF product

IN CONCLUSION:

We want to see brilliant, creative work in Q4 and beyond. This means work that respects the agreement our industry has put in place with the Government.

WHERE TO GO FOR ADVICE?

Speak to your sales partners at the broadcasters and online media, or go directly to Clearcast or your trade body.

Watch the online training and seek out the FAQs on your trade body website