

Advertisement Editorial Guidelines Integration of review standards between LINE Ads and Yahoo! JAPAN Ads

LY Corporation
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LINEヤフー

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Summary

As LINE Corporation and Yahoo Japan Corporation merged on October 1, 2023, the new company will integrate the review standards for ad delivery for LINE Ads and Yahoo! JAPAN Ads.

*This integration includes LINE's Talk head View, Talk head View Custom, NEWS TOP AD, ポイントAD (Point Ads), LINEで応募 (LINE Offers), and LINE POP Media, which are collectively referred to as LINE ads in this document.

In accordance with the Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices (PMD Act), we have developed integrated criteria for judgment on the expression of cosmetics/medicinal cosmetics and food/health foods.

This integration doesn't change the text of the advertising standards, only the judging criteria.

By integrating the views of LINE Ads and Yahoo Ads, you will no longer need to create ads for each platform to meet each standard. You can create ads using the same expressions.

Effective date

[Effective date]

June 28, 2024

*This date is subject to change.

About the review standards to be changed

We will integrate the following review standards for LINE Ads and Yahoo! JAPAN Ads.

■ LINE Ads

- LINE Ads Review Guidelines (available in Japanese) <https://www.lycbiz.com/jp/service/line-ads/guideline/>
- Talk Head View Review Guidelines (available in Japanese) <https://www.lycbiz.com/jp/service/talk-head-view/guideline/>
- ポイントAD (Point Ads) Review Guidelines (available in Japanese) <https://www.lycbiz.com/jp/service/line-point-ad/guideline/>
- LINEで応募 (LINE Offers) Review Guidelines (available in Japanese) <https://www.lycbiz.com/jp/service/line-de-oubo/guideline/>

-Advertising that has regulations and standards-

- (1) Cosmetics and cosmeceutical products (quasi-drugs)
- (2) Food products and health food products

LINE POP Media and NEWS TOP AD are included.

*Comments

- Talk Head View standards are applied to LINE POP Media.
 - We are currently preparing our NEWS TOP AD guidelines.
- When submitting advertisements, we ask that you confirm our guidelines in the media materials.

■ Yahoo! JAPAN Ads

Advertisement Editorial Guidelines https://s.yimg.jp/images/listing/pdfs/Advertisement_Editorial_Guidelines.pdf

Chapter 6: Restrictions on Advertisements such as Pharmaceutical and Medical Device Act, and Specific Advertising Standards for Certain Products

2. Cosmeceutical Products (Quasi-Drugs) and Cosmetics
3. Food Products and Health Food Products

Review standards after integration

LINE Ads and Yahoo! JAPAN Ads review cosmetic/medicinal cosmetics and food/health food advertisements by laws and regulations and respective guidelines (laws and regulations).

This integration unifies the interpretation of laws and regulations described on page 7 for both platforms, but the policy of reviewing advertisements following laws and regulations remains unchanged. We ask advertisers to continue to submit advertisements in compliance with laws and regulations.

See page 8 and after for examples of disapproval regarding this unified interpretation.

List of laws and guidelines (available in Japanese)

*We provide this translation for your convenience. The Japanese version is the official language.

Laws and guidelines	URL
薬機法 (PMD Act)	https://www.mhlw.go.jp/web/t_doc?dataId=81004000&dataType=0&pageNo=1
医薬品等適正広告基準の解説及び留意事項等について (Explanation of the Standards for Appropriate Advertising of Drugs, etc. and Points to Consider, etc.)	https://www.mhlw.go.jp/file/06-Seisakujouhou-11120000-Iyakushokuhinkyoku/0000179263.pdf
日本化粧品工業連合会 (Japan Cosmetics Federation) 化粧品等の適正広告ガイドライン (Guidelines for proper advertising of cosmetics, etc.)	https://www.jcia.org/user/common/download/business/advertising/JCIA20200615_ADguide.pdf
Bureau of Public Health, Tokyo Metropolitan Government Handling of Health Foods	https://www.hokeniryo.metro.tokyo.lg.jp/anzen/kenko_shokuhin/ken_syoku/index.html
健康増進法 (Health Promotion Act)	https://www.mhlw.go.jp/web/t_doc?dataId=78aa3837&dataType=0&pageNo=1
不当景品類及び不当表示防止法 (Act against Unjustifiable Premiums and Misleading Representations)	https://elaws.e-gov.go.jp/document?lawid=337AC0000000134
健康食品に関する景品表示法及び健康増進法上の留意事項について (Notes on the Act Against Unjustifiable Premiums and Misleading Representations and the Health Promotion Law Concerning Health Foods)	https://www.caa.go.jp/policies/policy/representation/extravagant_advertisement/assets/representation_cms214_221205_01.pdf
「機能性表示食品」適正広告自主基準 (Voluntary Standards for Appropriate Advertising of "Food with Functional Claims")	https://jaohfa.com/pdf/guide_criteria_for_advertise.pdf
「特定保健用食品」適正広告自主基準 (Voluntary Standards for Appropriate Advertising of "Food for Specified Health Uses")	https://www.jhnfa.org/topic80a.pdf
動物用医薬品等の範囲に関する基準について (Standards for the Scope of Veterinary Drugs, etc.)	https://www.maff.go.jp/j/kokuji_tuti/tuti/t0000836.html

Items that integrate review standards

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■ Cosmetics and cosmeceutical products

Related law	Related guidelines	Applicable guideline citation	Comments
薬機法 (PMD Act)* ¹	化粧品等の適正広告ガイドライン (Guidelines for proper advertising of cosmetics, etc.)* ² E20 Scope of expression of "testimonials of use"	(2) Scope of unacceptable expressions <ul style="list-style-type: none"> • Expression of experience or testimonials regarding efficacy or safety • Expressions that are false or created by third parties • Excessive expressions of feelings, etc. • Expressions that are edited or excerpted from testimonials for their benefit • Cases where testimonials are requested and provided by related parties and presented as if they are the testimonials of general users 	<p>■ About testimonials</p> <p>Using illustrations, anime, or manga to make fictional characters into real people to share their experiences is likely to constitute false advertising and is prohibited.</p> <p>If the content of the testimonial is a fact and contains the following descriptions, it will be considered an actual testimonial, and the "Applicable guideline citation" will apply.</p> <ul style="list-style-type: none"> • Names with initials or pseudonyms • Stories using anime or manga that indicate that the characters are real people • Comments and other annotations such as "Based on real experience."
景品表示法 (Act against Unjustifiable Premiums and Misleading Representations))* ³	—	—	

For Yahoo! JAPAN Ads, we make judgments based on the standards in "第3章 表示に関する一般的注意 1. 虚偽表示の禁止 (Chapter 3 General Precautions on Representations 1. Prohibition of False Representations)" of 景品表示法 (Act against Unjustifiable Premiums and Misleading Representations) .

*¹: 医薬品、医療機器等の品質、有効性及び安全性の確保等に関する法律 (Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices)

*²: Japan Cosmetic Industry Association (JCIA) released the 化粧品等の適正広告ガイドライン (Guidelines for proper advertising of cosmetics, etc.)

https://www.jcia.org/user/common/download/business/advertising/JCIA20200615_ADguide.pdf

*³: 不当景品類及び不当表示防止法 (Act against Unjustifiable Premiums and Misleading Representations)

List of items that integrate review standards

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■ Cosmetics and cosmeceutical products

Related law	Related guidelines	Applicable guideline citation	Comments
薬機法 (PMD Act)	<p>化粧品等の適正広告ガイドライン (Guidelines for proper advertising of cosmetics, etc.)</p> <p>F6.2 Expressions related to "〇〇専用-exclusive for 〇〇"</p> <p>E4 Expressions such as "〇〇専用-exclusive for 〇〇"</p>	<p>F6.2 Expressions related to "〇〇専用-exclusive for 〇〇" Expressions describing dosage and usage, such as "敏感肌専用-for sensitive skin only," may lead to an incorrect perception of efficacy or safety by emphasizing that the product is for a specific skin type. So don't use these expressions except in the following cases:</p> <ul style="list-style-type: none"> • When cosmetics are for specific parts of the body due to a formulation or the purpose of use (Example) 爪専用-for nails only: nail polish, nail remover, etc. • When a "洗い流し専用-wash-off only" indication is used from the standpoint of safety and based on the restrictions in the cosmetics standards. <p>E4 Expressions such as "〇〇専用-exclusive for 〇〇" Expressions "〇〇専用-exclusive for 〇〇" include specific dosage and usage (Example: 敏感肌専用-for sensitive skin), age groups (Example: 子供専用-for children), gender (Example: 女性専用-for women), and efficacy (Example: 抜け毛専用-for hair loss, ニキビ専用-for acne). These expressions are not as desirable as expressions in advertisements for cosmetics. So, don't use them except in cases where the name is approved or where there are restrictions on formulation according to the type of cosmetic or purpose of use (F6.2), etc. Expressions that target specific age groups or genders, including "〇〇専用-exclusive for 〇〇" and "〇〇向け-for 〇〇" rather than "〇〇専用-for 〇〇 only," are acceptable. These expressions are used based on the feelings and usage of the product. [Examples of available expressions] "敏感肌用-for sensitive skin," "乾燥肌用-for dry skin," "子供用-for children," "女性向け-for women," etc. However, expressions other than "〇〇専用-exclusively for 〇〇" must not express or imply a specific efficacy beyond the scope of the approved efficacy. [Examples of unavailable expressions] "女性特有の抜け毛に効果的な育毛剤 (Effective hair growth agent for female-specific hair loss)" etc.</p>	<p>You can't use the following expressions because they emphasize that the product is for a specific skin, as well as "〇〇専用-exclusive for 〇〇."</p> <p>"〇〇特化-Specialized for 〇〇," "Limited for 〇〇," "抜け毛対策専用-Only for hair loss," "老化対策に特化-Specialized for aging"</p>

List of items that integrate review standards

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■ Food products and health food products

Related law	Related guidelines	Applicable guideline citation	Comments
景品表示法 (Act against Unjustifiable Premiums and Misleading Representations) 健康増進法 (Health Promotion Act)	健康食品に関する景品表示法及び健康増進法上の留意事項について (Notes on the Act Against Unjustifiable Premiums and Misleading Representations and the Health Promotion Law Concerning Health Foods) *1 Page18 (3) Indications that simply taking health food products can produce significant weight loss effects in a short time without any exercise or diet restrictions	(3) Indications that simply taking health food products can produce significant weight loss effects in a short time without any exercise or diet restrictions Many health food products claim to have slimming effects. However, a person can't lose weight unless the energy consumed exceeds the energy ingested, and simply consuming a specific health food product that can produce significant weight loss effects in a short time without any exercise or diet restrictions. A person can lose between 4 and 5 kg in six months by exercising and eating right. Therefore, such expressions may constitute false and exaggerated representations, etc.	The following expressions are not allowed: ・ "I lost 10 kg in one month." ・ "Say goodbye to flabby belly just by drinking! Easiest diet." etc.

*1: https://www.caa.go.jp/policies/policy/representation/extravagant_advertisement/assets/representation_cms214_221205_01.pdf

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■ Food products and health food products

Related law	Related guidelines	Applicable guideline citation	Comments
景品表示法 (Act against Unjustifiable Premiums and Misleading Representations) 健康増進法 (Health Promotion Act)	健康食品に関する景品表示法及び健康増進法上の留意事項について (Notes on the Act Against Unjustifiable Premiums and Misleading Representations and the Health Promotion Law Concerning Health Foods) Page 15 (2) Food with Functional Claims ア 届出内容を超える表示 (Indication beyond the contents of the submission)	<p>(2) Food with Functional Claims ア 届出内容を超える表示 (Indication beyond the contents of the submission) If a food with functional claims shows an indication that goes beyond the content of the submission, the indication may be considered a false and exaggerated representation.</p> <p>Example: The omitted expression, such as "This product lowers cholesterol," will go beyond the submitted indication because it implies the product itself has a function without evidence. The submitted indication is "This product contains ○○ (name of functionally active ingredient). It has been reported that ○○ has the function of lowering blood cholesterol."</p> <p>Example: The emphasis on ingredients, such as "This product contains non-digestible dextrin and soy isoflavone, which helps to reduce visceral fat," goes beyond the submitted indication because it implies that the soy isoflavone wasn't submitted as a functional ingredient. The submitted ingredient is non-digestible dextrin.</p> <p>Example: Expressions that imply "You can effortlessly reduce abdominal fat without specific exercise or diet restrictions" go beyond the submitted indication because the submitted indication only says, "This product has the functionality to help obese people reduce visceral fat."</p>	—



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