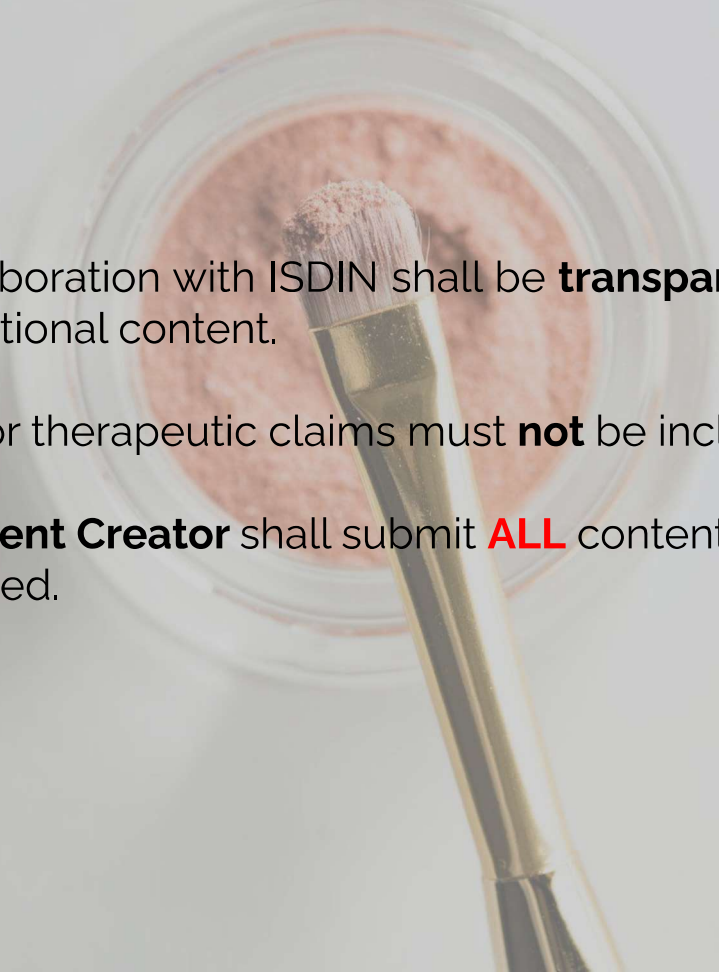




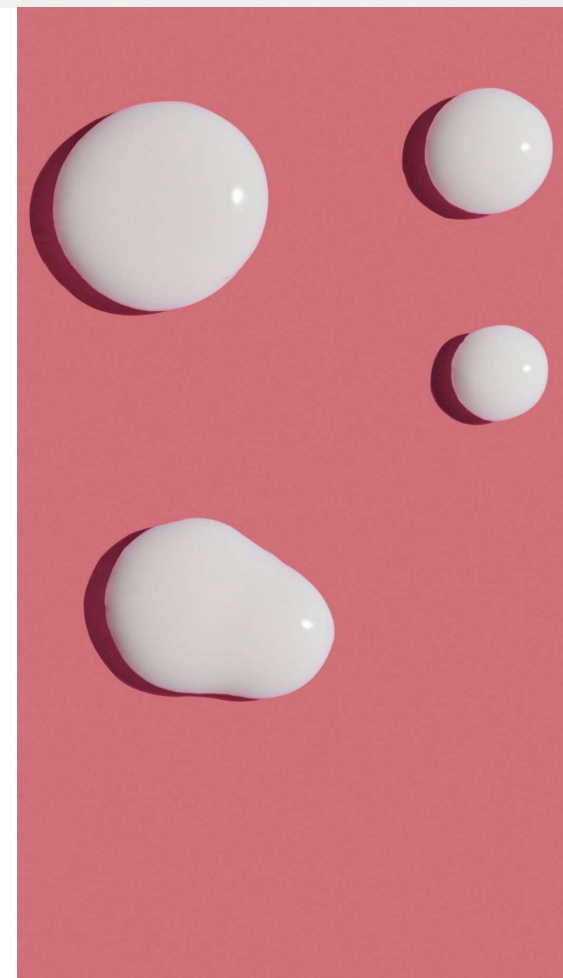
ISDIN
LOVE YOUR SKIN

ISDIN Guide for Content Creators :
Responsible and Transparent
Advertising

2026

- 
- Any collaboration with ISDIN shall be **transparent and clearly identifiable** as promotional content.
 - Medical or therapeutic claims must **not** be included.
 - The **Content Creator** shall submit **ALL** content **to ISDIN** for review before it is published.

- All collaborations or benefits shall be disclosed as **identifiable promotional content**.
- Prioritize the use of **platform-native tools** to identify content as advertising.
- ⚠ Clear and consistent **hashtags and labels**.
- **Do NOT** use labels or disclosures in a language other than that of the communication.
- **Including the brand's hashtag is NOT sufficient** to identify the advertising nature of the content.





ACCEPTED

Argentina

- ✓ #ContenidoPatrocinado
- ✓ #Publicidad

Belgium

- ✓ #publicité
- ✓ #annonce
- ✓ #advertising

Brazil

- ✓ #publicidade
- ✓ #publi
- ✓ #parceriapaga
- ✓ #Parceria paga com @Isdin
- ✓ #Contéudo publicitário



ACCEPTED

Chile

- ✓ #publicidad
- ✓ #patrocinado
- ✓ #patrocinadoPor
- ✓ #colaboraciónPagada
- ✓ #sponsored
- ✓ #ad

China

- ✓ #广告
- ✓ #广告合作

Colombia

- ✓ #Publicidad
- ✓ #PatrocinadoPor ISDIN
- ✓ #AnuncioPagado
- ✓ #ColaboraciónPagada



ACCEPTED

France

- ✓ #Publicité
- ✓ #CollaborationCommerciale
- ✓ #Partenariat rémunéré par @Isdin

Germany

- ✓ #Werbung
- ✓ #Anzeige

Italy

- ✓ #adv
- ✓ #pubblicità
- ✓ #sponsorizzato da ISDIN
- ✓ #In collaborazione con ISDIN
- ✓ #Prodotto inviato da ISDIN (for sending products without fee/hospitality)



ACCEPTED

Mexico

- ✓ #PublicidadPagada
- ✓ #Publicidad
- ✓ #PatrocinadoPor

Peru

- ✓ #Publicidad
- ✓ #AnuncioContratado
- ✓ #Contenido patrocinado por @Isdin
- ✓ #Publicidad en colaboración con @Isdin
- ✓ #Gracias a @Isdin por el producto

Portugal

- ✓ #pub
- ✓ #anúncio
- ✓ #ad
- ✓ #advertising
- ✓ #paidpartnership
- ✓ #brandambassador



ACCEPTED

USA

- ✓ #Ad
- ✓ #Sponsored
- ✓ #Paid partnership with
ISDIN
- ✓ #Paid promotion

- Prioritize using the social media network's own disclosure tools.
- Place hashtags at the **beginning** of the text or **overlaid** on the screen.
- It must be **visible, clear**, and in the **language** of the target audience.
- **Do NOT** include them only at the end or buried **among other hashtags**.
- They must be visible **without** clicking 'see more' or 'play video'.

If you have any questions regarding labeling or communication, please contact your ISDIN point of contact.

