

# Cost Of Avoiding Doctors & Inviting Health Influencers



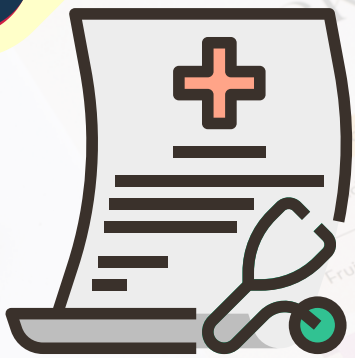
*Big threats health  
influencers are giving ==>*

# Signs Of Generic Health Influencers:

Doesn't give any **valid research reports** or surveys to back up the statement



**2** Doesn't **explain scientifically** of what are the actual causes of disease



Doesn't address the health issues the audience faces instead focuses on **generic topics to rank** their videos higher



***Mandatory checklists ==>***

Doesn't look at the **reputation of the health brand** while promoting the same to the public

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Doesn't make videos on current global health issues with solutions as **limited knowledge** doesn't make them qualify.

As per the **Advertising Standards Council of India**, certifications on medical degrees and certifications from recognized medical institutions for the following health influencers:

***Consumer rights to be aware of ==>***

- Nurse & Nutritionist
- Dietician and Physiotherapists
- Psychologists and other medical professionals



All advertisements published by health influencers “**must carry a disclosure label that identifies it as an advertisement**”



Violations may lead to penalties under the **Consumer Protection Act 2019** and other relevant provisions of the law.