

# Section 11: Advertising code of practice



In late 2018, the Advertising Regulatory Board (ARB) was formed after the Advertising Standards Association of South Africa was liquidated.

CTFA continue to be the custodians of the [Appendix B: cosmetic code](#)

[https://arb.org.za/assets/appendix-b-cosmetics-\(2022\).pdf](https://arb.org.za/assets/appendix-b-cosmetics-(2022).pdf)

CTFA's ARB Sub Committee is a team of technical experts who discuss updates to the advertising of cosmetic products. Appendix B – Cosmetics of the ARB's Advertising Code of Practice is updated annually to remain relevant to international and local developments. Once CTFA's Technical committee approves the update, The code is ratified by the CTA Board and the code is submitted to the ARB for approval. The approved code can be accessed on [www.ctfa.co.za](http://www.ctfa.co.za).

In 2023, the CTFA became ratified members of the Advertising Regulatory Board.