

NMC RULES · OCT 2026

Before-and-after photos in medical marketing

Off limits for promotion since 6 October 2026, even
with the patient's consent.

Banned for promotion

Swipe →

For doctors and hospitals

- × Promotional before-and-after images
- × Success stories and promotional case studies
- × "Results in 30 days" style outcome claims
- × Retouched or AI-made "after" images
- × Galleries built as sales tools

Consent does not change the rule.

Genuine education or science

- 1 Journals, CME and medical conferences
- 2 Fully de-identified: cropped, neutral background, no metadata
- 3 Separate written consent for that specific use
- 4 Never used to attract patients

Already restricted elsewhere

GOOGLE ADS

Bars significant body-alteration images

META

18+ only, no body-part close-ups

ASCI

Results must be typical; AI edits labelled

NMC 2026

Barred for promotion, even with consent

What still works

- ✓ Doctor-led procedure explainers
- ✓ Process and facility photos, no patients
- ✓ Clearly drawn diagrams, not AI renders
- ✓ What results depend on, explained honestly
- ✓ Transparent fee and package pages

The clean-up

- 1 Take down gallery pages and highlights
- 2 Pause every ad using patient images
- 3 Pull images back from agency drives
- 4 Keep a register of what was removed
- 5 Brief agencies and creators in writing

Full guide and sources:

gauravphogat.com/before-after-photos-medical-advertising-rules-india

A marketer's summary, not legal advice. Check the official rules for exact wording.