

What you can and can't say

Happyglow is a prescription telehealth brand, so what a creator says about treatment is regulated. This sheet is the whole rulebook. Everything we review your content against is on this page. If you are unsure whether a line passes, send it to us before you publish, or cut it.

You can

- Tell your own story with real timelines and real side effects
- Explain how a treatment works and who it's typically for
- Say a licensed physician decides whether it's appropriate
- Say "not everyone is a candidate"
- Compare treatment options honestly, including their trade-offs
- Use the approved language below

You can't

- Promise or imply results, or show before/after photos
- Quote efficacy percentages or clinical-trial numbers
- Say a treatment is safe, risk-free, or has no side effects
- Say or imply approval is guaranteed or instant
- Use "microdose Accutane," "Hollywood dose," "generic Ozempic," "same as Wegovy," or any FDA-approved claim about a compounded product
- Skip the disclosure. Every post is #ad, plus the platform's paid-partnership tool

Approved language

- may help
- some patients
- if clinically appropriate
- under physician supervision
- individual results vary
- consult a licensed provider
- a licensed physician decides if treatment is appropriate
- not everyone is a candidate

Two rules that catch people out

Use plain drug names. Isotretinoin, tretinoin, finasteride, minoxidil, spironolactone, dutasteride, azelaic acid, tranexamic acid. No nicknames for a drug, and no brand name for a compounded product.

Disclose on every post. #ad in the caption *and* the platform's own paid-partnership tool. Both, every time, including stories and shorts.