HEALTH & WELLNESS

MARKETING LAB

FOR REGENERATIVE, LONGEVITY AND WELLNESS CLINICS

THE AD POLICY FIELD GUIDE

How to market high trust care on Google and Meta without getting your account shut down.



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START HERE

Clinics in regenerative and longevity care face a problem other businesses never think about. The ad platforms restrict what you can say, and a single rejected ad can put a whole account at risk.

The answer is not to stop advertising. It is to build campaigns that lead with education, send people to pages that follow the rules, and let your follow-up system do the selling.

This guide covers the rules that matter most and the habits that keep an account healthy. It is marketing guidance, not legal advice. Have your counsel review your claims.

01 **Know What Google Allows**

02 **Never Imply a Condition on Meta**

03 **Claims Need Evidence**

04 **The Page Matters as Much as the Ad**

05 **Let Follow-Up Do the Selling**

06 **Own Channels You Control**

01

KNOW WHAT GOOGLE ALLOWS

WHAT HAPPENS NOW

Google's healthcare policy does not allow ads that promote speculative or experimental medical treatments, or cell and gene therapies, with a narrow exception for FDA licensed or approved therapies in the United States.

THE FIX

1. Google does allow ads for cell or gene therapies that are exclusively educational or informational in nature.
2. Build search campaigns around education: what the process is, who it may suit, what questions to ask.
3. Keep treatment promotion, prices and outcomes off the ad and the landing page it sends to.

> WHAT TO MEASURE
>
> Disapproved ads per month. The goal is zero.

02

NEVER IMPLY A CONDITION ON META

WHAT HAPPENS NOW

Meta's advertising standards do not allow ads that assert or imply a person's personal attributes, and health conditions are on that list. "Tired of your knee pain?" can be rejected because it implies the viewer has knee pain.

THE FIX

1. Talk about the topic, not the viewer: "What patients ask us about joint care" instead of "Your joint pain."
2. Lead with stories and education, told with written consent.
3. Review every ad against this rule before it goes live.

> WHAT TO MEASURE
>
> Ad rejection rate and account quality status, checked weekly.

03

CLAIMS NEED EVIDENCE

WHAT HAPPENS NOW

Health claims in any ad are judged by what a reasonable person takes away, not only the exact words. Promising a cure, a guaranteed result or a timeline invites rejection and regulatory risk.

THE FIX

1. Swap "cures" and "guaranteed" for plain descriptions of the process and the experience.
2. Use "may", "some patients report" and "results vary" honestly, not as a fig leaf for a big promise.
3. Keep a claims file: every claim you use, and the source that supports it.

> WHAT TO MEASURE
>
> Every live claim mapped to a source in the claims file.

04

THE PAGE MATTERS AS MUCH AS THE AD

WHAT HAPPENS NOW

Platforms review the landing page too. A clean ad that sends people to a page full of outcome promises gets rejected anyway.

THE FIX

1. Build education pages for paid traffic: the process, the team, the facility, the questions to ask.
2. Put the consult form on that page, not a treatment price list.
3. Show credentials and physician bios clearly. Trust converts better than hype.

> WHAT TO MEASURE
>
> Conversion rate on education pages versus your old pages.

05

LET FOLLOW-UP DO THE SELLING

WHAT HAPPENS NOW

When the ad cannot make the pitch, clinics feel stuck. The pitch belongs in the conversation, after someone raises their hand.

THE FIX

1. Answer every inquiry fast, on text, call and email.
2. Have a trained coordinator walk through goals, process and investment on the consult.
3. Nurture the undecided for months with useful content.

> WHAT TO MEASURE
>
> Cost per booked patient, not cost per click.

06

OWN CHANNELS YOU CONTROL

WHAT HAPPENS NOW

If all your patients come from one ad account, one policy change can empty your calendar overnight.

THE FIX

1. Grow search visibility for the questions patients actually ask, including AI search answers.
2. Build an email and text list you own.
3. Earn reviews and referrals every month, on purpose.

> WHAT TO MEASURE
>
> Share of new patients that came from channels you own.

NEXT STEP

WANT A SECOND SET OF EYES?

One 15 minute call. We review a few of your current ads and landing pages against these rules and tell you what we would change first. No pressure, no quote form.



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BOOK A 15 MINUTE CALL

SOURCES

Google Ads Policies, Healthcare and medicines: support.google.com/adspolicy/answer/176031 (read 11/8/26)
Meta Advertising Standards, Personal attributes: transparency.meta.com/policies/ad-standards
U.S. FDA, Important Patient and Consumer Information About Regenerative Medicine Therapies: fda.gov
FTC, Health Products Compliance Guidance (2022): ftc.gov