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Consumer Legal Protection Against Overclaim Practices in Skincare Product Advertisements

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Abstract

Purpose: This study aims to analyze consumer legal protection against overclaims in skincare product advertisements and examine the legal responsibilities of business actors for misleading product claims. The increasing competition in the skincare industry has encouraged the use of excessive claims regarding product benefits, which may mislead consumers and cause material and non-material losses.

Research Methodology: This study employed a normative juridical research method using statutory, conceptual, and case approaches. Legal materials consisted of primary sources, including Law Number 8 of 1999 concerning Consumer Protection and relevant BPOM regulations, as well as secondary sources such as books, scientific articles, and previous studies related to consumer protection and misleading advertising.

Results: The findings indicate that Indonesian regulations provide a legal framework to protect consumers from misleading skincare advertisements. The Consumer Protection Law guarantees consumers' rights to obtain correct, clear, and honest information, while BPOM regulations require business actors to ensure that cosmetic claims are accurate, accountable, and supported by evidence. Business actors who conduct overclaims may be subject to compensation obligations and legal sanctions.

Conclusion: Effective consumer protection against skincare overclaims requires strong regulatory implementation, supervision, and consumer awareness. Business actors must provide transparent and responsible product information to maintain consumer trust.

Limitations: This study is limited to normative legal analysis and does not examine empirical perspectives from consumers, business actors, or regulatory institutions.

Contributions: This study contributes to consumer protection literature by highlighting the importance of regulatory enforcement, business accountability, and ethical advertising practices in preventing misleading skincare claims.

Keywords: *Consumer Protection, Legal Responsibility, Overclaim, Skincare Advertisement*

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1. Introduction

The development of the Indonesian economy encourages people to become more creative and innovative in developing business concepts and opportunities. As a result, many companies have been established to provide various goods and services to fulfill consumer needs (Rosário & Raimundo, 2021; Pakurár et al., 2019). Consumers are the final users of products, which can be obtained through purchases, invitations, gifts, or other means. In the process of producing, distributing, selling, and advertising products, business actors are prohibited from carrying out activities that violate the Consumer Protection Law (*Undang-Undang Perlindungan Konsumen*/UUPK). These prohibitions aim to ensure that consumers feel safe when using products and that the products distributed to the market meet appropriate quality and safety standards. Furthermore, these regulations also aim to encourage business actors to act responsibly and honestly regarding the products they offer to consumers (Santriati et al., 2022; Saputra et al., 2025).

The UUPK regulates the rights, obligations, and responsibilities of both consumers and business actors. Specifically, the UUPK provides consumers with several rights, including the right to obtain accurate information regarding the condition, quality, and guarantees of products or services. In accordance with Article 7 letter b of the UUPK, business actors are required to provide correct, clear, and honest information regarding the condition and guarantees of goods and/or services, as well as provide explanations regarding their use, repair, and maintenance (Gustian et al., 2023; Rahmania et al., 2025). However, in practice, many business actors fail to comply with these obligations and provide inaccurate information to consumers. The existence of the UUPK does not always guarantee effective consumer protection, as various cases indicate that some skincare product business actors continue to provide misleading information, which may ultimately result in consumer losses and negligence (Sobirin & Choeriyah, 2024).

One example of business actors neglecting their obligations is the practice of providing excessive information or overclaims that does not correspond with the actual condition of the product. To protect consumers from receiving inaccurate information regarding product contents and benefits, Article 8 paragraph (1) letter d of the UUPK prohibits business actors from trading and/or promoting products that do not comply with the conditions, guarantees, efficacy, and/or benefits stated on labels or product descriptions. This provision aims to protect consumers and potential consumers from obtaining incorrect information regarding the composition, quality, and effectiveness of products (Supu, 2025; Suharno et al., 2024).

The skincare industry has experienced rapid growth as public awareness regarding skincare and personal care products continues to increase (Lee, Goh, & Mohd, 2019). Digital commerce or e-commerce platforms provide consumers with greater convenience and accessibility in purchasing skincare products. Through e-commerce platforms, consumers can easily discover various new products and brands from different manufacturers. In the context of digital commerce, advertising has become an essential tool for businesses to promote their products, maintain market competitiveness, and introduce product benefits to consumers (Koswara & Herlina, 2025).

Business actors have a responsibility to provide accurate information and appropriate claims regarding the products they advertise, particularly in the skincare industry. Intense competition within this industry encourages business actors to develop attractive and innovative marketing strategies (De Regt et al., 2020; Margaret et al., 2025). However, not all claims presented in advertisements are supported by scientific evidence or adequate clinical testing. Transparency in providing information about skincare products is highly important because skincare products must be suitable for consumers' skin conditions and needs. Incorrect product information may result in adverse effects, such as skin irritation, allergic reactions, or other dermatological problems. Unfortunately, some business actors ignore consumer rights by using excessive claims in their advertisements. This overclaim practice is commonly used as a marketing strategy to attract consumer attention and encourage purchasing decisions (Nabilah, Putri, & Putri, 2025). The phenomenon of overclaims has become increasingly widespread, with some products claiming extraordinary benefits, such as “brightening skin within one week" or "eliminating wrinkles instantly," without sufficient scientific evidence to support these claims (Aini, Oktaviani, & Sudarmiatin, 2025).

Advertisements containing excessive claims regarding skincare products have the potential to mislead consumers and create risks to consumer health. When consumers are influenced by these claims, they may purchase skincare products that are unsuitable for their skin conditions or use products incorrectly. In more serious cases, the use of products with inaccurate labels or products that do not comply with health and safety standards may cause allergic reactions, skin irritation, rashes, and even long-term skin damage (De et al., 2020).

Exaggerated statements or overclaims regarding skincare ingredients are frequently found in skincare product advertisements. Information regarding skincare ingredients is generally listed on product labels based on their concentration levels, from the highest to the lowest concentration (Panico, Serio, Bagordo, Grassi, Idolo, & De, 2019). However, exceptions apply to cosmetic ingredients with concentrations below 1% and/or colorants, which may be listed without following the concentration order. To determine the composition of skincare products, phenoxyethanol content is often used as a reference point, where regulations stipulate that phenoxyethanol concentration in cosmetic products must not exceed 1% (Stras, Grassmann, Deconinck, Vanhaecke, & Desmedt, 2024).

Law Number 8 of 1999 concerning Consumer Protection provides a legal framework for protecting consumers against overclaims by guaranteeing consumers' rights to obtain correct and honest information regarding goods and services. Furthermore, the Food and Drug Supervisory Agency (*Badan Pengawas Obat dan Makanan*/BPOM) plays an important role in supervising the distribution of skincare and cosmetic products and ensuring that product claims presented in advertisements are accurate and not misleading (Aprilianti, Toteles, & Evi, 2025). However, despite the existence of these regulations and supervisory mechanisms, violations involving excessive advertising claims continue to occur. Therefore, consumer protection against overclaims in skincare product advertisements remains an important issue requiring serious attention. Consumers must receive accurate information and adequate education regarding the skincare products they use, while business actors must ensure that all claims provided in advertisements are honest, transparent, and supported by valid evidence. Based on this background, this study analyzes the legal protection of consumers against overclaims in skincare product advertisements.

2. Literature Review and Hypothesis/es Development

2.1 Consumer Protection Theory

Consumer protection represents a legal mechanism established to ensure that consumers obtain safety, certainty, and fairness in transactions involving goods and services. In consumer relations, consumers are generally positioned as the weaker party because they depend heavily on information provided by business actors regarding product characteristics, quality, benefits, and risks. Therefore, legal protection is required to create balance between consumer interests and business interests. This balance is important because business actors generally possess greater access to information, technical knowledge, and resources compared to consumers. Without adequate legal protection, consumers may become vulnerable to unfair business practices, misleading information, and products that do not correspond with the claims provided by business actors (Howells, 2020).

The principle of consumer protection emphasizes that consumers have fundamental rights, including the right to safety, the right to obtain correct information, the right to choose products, and the right to receive fair treatment. Accurate information becomes a crucial element because consumer decisions are largely influenced by information provided through advertisements and promotional activities. When business actors provide inaccurate or exaggerated information, consumers may make decisions based on incorrect assumptions, resulting in potential losses (Andraško, Mesarčík, & Hamuľák, 2021).

From a legal perspective, consumer protection includes both preventive and repressive mechanisms. Preventive protection focuses on preventing violations through regulations, supervision, and compliance requirements imposed on business actors. In Indonesia, consumer protection is regulated through Law Number 8 of 1999 concerning Consumer Protection (UUPK). This regulation establishes consumer rights and business actors' obligations, including the obligation to provide truthful, clear, and honest information regarding products or

services. Therefore, consumer protection law serves not only as a preventive mechanism to prevent consumer losses but also as a corrective mechanism through legal responsibility when violations occur (Gustian, Yulia, & Rusydi, 2023).

2.2 Legal Protection Theory

Legal protection theory explains the role of law in providing security, certainty, and justice for individuals whose rights may be violated. Legal protection can be categorized into preventive and repressive protection (Sasono, Isharyanto, & Putri, 2023). Preventive protection aims to prevent violations through regulations, supervision, and compliance mechanisms, while repressive protection focuses on resolving violations through sanctions, compensation, and dispute resolution. Legal protection theory emphasizes the importance of establishing a balanced relationship between consumers and business actors. Consumers often occupy a weaker position because they have limited access to information regarding product quality, composition, safety, and effectiveness. Therefore, legal protection functions as an instrument to reduce this imbalance by requiring business actors to act honestly, provide accurate information, and ensure that products offered to consumers meet applicable standards (Maulana & Hasanah, 2022).

In the context of skincare advertisements, preventive legal protection is implemented through regulations governing product labeling, cosmetic claims, and advertising practices. Business actors are required to ensure that claims regarding product benefits are supported by accurate information and do not mislead consumers. Regulations issued by BPOM provide technical requirements regarding cosmetic claims to ensure that advertisements reflect the actual characteristics and benefits of products (Sinaga, 2025).

Meanwhile, repressive legal protection is implemented when consumers experience losses due to misleading advertisements. Business actors who provide excessive or inaccurate claims may be required to provide compensation and may face administrative or legal sanctions according to applicable regulations. Therefore, legal protection functions as an instrument to ensure accountability and fairness in consumer-business relationships.

2.3 Misleading Advertising and Overclaim Concept

Advertising is an important communication tool used by businesses to introduce products and influence consumer purchasing decisions. However, advertising practices must comply with principles of honesty, transparency, and accountability. Misleading advertising occurs when promotional information contains statements that are inaccurate, exaggerated, or inconsistent with the actual condition of the product. Such practices may create incorrect perceptions among consumers and influence their decisions based on information that does not accurately represent the quality, benefits, or characteristics of the products offered. Advertising serves not only as a marketing instrument but also as a source of information that helps consumers evaluate and select products. Misleading advertising becomes a significant legal issue because consumers generally rely on promotional information without having the ability to independently verify the accuracy of the claims provided (Qader, Hamza, Othman, Anwer, Hamad, Gardi, & Ibrahim, 2022; Rubin, 2022; Moore, & Lafreniere, 2020).

Overclaim refers to excessive product claims that exceed the actual benefits, composition, or effectiveness of a product. In the skincare industry, overclaims often appear in statements promising instant results, extraordinary changes, or benefits that are not supported by scientific evidence. These claims may influence consumer expectations and create misunderstanding regarding product performance (Margaret, Sapni, & Kongres, 2025). The practice of overclaiming is closely related to misleading advertising because it provides consumers with information that may not accurately reflect the actual condition of the product. Consumers who rely on these claims may develop unrealistic expectations regarding the results of skincare products and make purchasing decisions based on incomplete or inaccurate information (Al, Pratama, & Ferricha, 2023). This condition becomes more concerning because skincare products are directly related to consumers' health and physical conditions, meaning that inaccurate claims may not only cause financial losses but also create potential risks to consumer safety.

Overclaims represent a violation of the principle of transparency and honesty in business communication. Business actors have an obligation to ensure that every claim regarding product benefits, ingredients, and effectiveness is supported by valid evidence and complies with applicable regulations (Margaret et al., 2025). From a legal perspective, overclaim practices violate consumer rights because consumers are entitled to obtain accurate information before making purchasing decisions. Therefore, business actors have an obligation to ensure that every promotional claim is based on factual information and complies with applicable regulations.

2.4 Business Actor Responsibility Theory

Business actor responsibility is based on the principle that parties providing goods or services must be accountable for losses caused by their products or promotional activities. Responsibility in consumer protection law reflects the obligation of business actors to ensure that products marketed to consumers meet safety, quality, and information standards. Business actor responsibility represents a legal obligation to provide protection, prevent consumer losses, and ensure that business activities are conducted fairly and transparently. Business actors are not only responsible for the physical quality and safety of products but also for the accuracy of information communicated through labels, advertisements, and promotional materials. Therefore, any claims regarding product benefits, effectiveness, or composition must be presented honestly and must correspond with the actual condition of the product (Gilmore, Fabbri, Baum, Bertscher, Bondy , Chang, & Thow, 2023).

The Consumer Protection Law establishes that business actors are prohibited from producing or trading goods that do not correspond with descriptions, labels, guarantees, or advertisements provided to consumers (Perdana & Koto, 2024). Therefore, when business actors use overclaim statements that misrepresent product benefits, effectiveness, or composition, they may be considered to have violated consumer rights and may be held legally responsible for the losses experienced by consumers (Santoso, Muskibah, & Najwan, 2023).

Responsibility may include compensation, replacement of products, refunds, or other forms of legal remedies. Business actor responsibility is an essential element in maintaining consumer trust and ensuring fair business practices (Amaliya, Dewi, Arafat, Asyhadi, & Rosidawati, 2025). The implementation of clear responsibility mechanisms encourages business actors to provide transparent information, avoid misleading promotional strategies, and prioritize consumer safety. Through effective enforcement of consumer protection regulations, the relationship between business actors and consumers can become more balanced, accountable, and based on mutual trust.

3. Research Methodology

This study uses a normative legal research method by reviewing and analyzing laws and regulations related to the legal issues being studied Dewantara, Hermawan, Yunus, Prasetiyo, Efriani, Arifiyanti, and Nurgiansah (2021). This study uses Legislation and Conceptual Approaches, as well as cases that occur in society. This study uses two types of legal materials: primary and secondary. Primary legal materials are obtained directly by researchers using a statutory approach and literature review. Secondary legal materials refer to legal materials that have been processed or compiled previously by other parties and are ready to be used by researchers, namely articles, journals, research results, books, and others.

4. Results and Discussions

4.1 Legal Protection for Consumers Against Skincare Product Overclaims in Advertisements

Excessive statements or overclaims made by business actors in advertisements may harm consumers when they violate consumer rights. One of the fundamental consumer rights is the right to safety, comfort, and protection when using goods or services. This means that consumers have the right to be free from potential harm, risks, or disturbances arising from the use of products or services. In the context of skincare products, advertisements containing overclaims have the potential to endanger consumer safety because inaccurate information regarding product benefits and effectiveness may influence consumer decisions. Aspects of comfort, security, and safety in skincare products are particularly important because these products are directly related to users' health conditions (Alnuqaydan, 2024).

The 1945 Constitution of the Republic of Indonesia recognizes health as part of fundamental human rights, as stated in Article 28H paragraph (1), which provides that every person has the right to live in physical and spiritual prosperity, to have a place to live, to obtain a good and healthy environment, and to receive health services. Furthermore, Article 4 of Law Number 36 of 2009 concerning Health states that every person has the right to health (Affandi, 2019). Considering the importance of consumer protection, particularly in the purchase and use of skincare products, the government has established Law Number 8 of 1999 concerning Consumer Protection, commonly referred to as the Consumer Protection Law (UUPK), as a legal framework to protect consumers from harmful business practices (Rahmania, Kuratulaini, Ramadhan, Nazhiri, Zaini, Assyifa, & Anggraini, 2025).

The provision of accurate information regarding skincare products is essential because consumers rely on such information as a basis for selecting products that meet their needs and skin conditions. When skincare products fail to provide the benefits promised in advertisements, consumers may experience various negative consequences, including product incompatibility, skin irritation, and other health-related problems. Therefore, accuracy and transparency regarding product ingredients, claims, and benefits are important obligations that must be fulfilled by business actors. The use of overclaims as a marketing strategy may negatively affect consumers, resulting in both material and immaterial losses, such as financial losses, wasted time, skin damage, and psychological disappointment.

Chapter III of the UUPK, particularly Article 4, regulates consumer rights that are relevant to the issue of overclaims. Article 4 stipulates that consumers have the right to obtain correct, clear, and honest information regarding the condition, guarantees, and quality of goods and/or services (Sobirin & Choeriyah, 2024). Generally, four basic consumer rights are internationally recognized, including:

1. The right to safety;
2. The right to be informed;
3. The right to choose; and
4. The right to be heard.

The practice of overclaiming violates several provisions regulated under Articles 8 to 17 of the Consumer Protection Law, which establish prohibitions against certain actions by business actors. In cases involving skincare product overclaims, business actors provide inaccurate or misleading information regarding product conditions, composition, benefits, or effectiveness by using excessive promotional statements. When the claims presented in advertisements do not correspond with the actual benefits received by consumers, such practices may mislead consumers in making purchasing decisions.Therefore,overclaimpracticesrepresentviolations of consumer protection principles established under the UUPK (Gustian, Yulia, & Rusydi, 2023; Rahmania et al., 2025).

Overclaim practices in skincare advertisements are contrary to applicable regulations, particularly provisions related to consumers' right to obtain accurate information as regulated in Article 4 letter c and Article 7 letter b of the Consumer Protection Law (UUPK). Furthermore, these practices also conflict with Article 3 of BPOM Regulation Number 32 of 2021 concerning Cosmetic Advertising Supervision and the technical requirements for cosmetic claims regulated under Article 3 paragraph (2) of BPOM Regulation Number 3 of 2022 (Akbar, Safitri, Mutaqin, & Sakti, 2025; Isabella, Aspasari, & Maghfiro, 2025). Overclaiming may be categorized as misleading advertising because business actors provide inaccurate information or promise certain benefits that are not consistent with the actual condition of the product. Consequently, when consumers experience losses due to such practices, business actors are required to provide compensation as a form of legal responsibility (Suharno, Srijadi, Rahman, & Fauziah, 2024).

The government has an important role in providing guidance and supervision to ensure that consumers can exercise their rights to safe and reliable products, particularly in the skincare industry. Articles 29 and 30 of the Consumer Protection Law regulate government responsibilities regarding consumer protection guidance and supervision, including supervision of advertising practices. Furthermore, Article 8 of Government Regulation Number 58 of 2001 regulates government supervision of business actors concerning product labeling and advertising. In addition, Articles 7–9 of BPOM Regulation Number 32 of 2021 provide provisions regarding procedures for supervising cosmetic advertisements (Setiyani, & Indriasari, 2023; Ranto, 2019; Winardi, & Ramadhania, 2025).

However, the effectiveness of these regulations remains dependent on their implementation and enforcement. The continued occurrence of skincare product overclaims indicates that stronger supervision and broader involvement from various stakeholders are required. Therefore, consumer participation and the involvement of Consumer Protection Non-Governmental Organizations (*Lembaga Perlindungan Konsumen Swadaya Masyarakat*/LPKSM) are necessary to monitor products and services that violate regulations or have the potential to harm consumers. Through stronger cooperation between government institutions, business actors, and consumers, consumer protection against misleading skincare advertisements can be implemented more effectively.

4.2 Business Actors' Responsibilities Regarding Overclaims in Skincare Product Advertisements

The relationship between business actors and consumers in advertising is characterized by an imbalance of positions. This occurs because consumers generally rely on the information provided by business actors through advertisements without having sufficient ability to verify whether the information corresponds with the actual condition, quality, or benefits of the goods and services offered. The use of overclaim statements is categorized as a prohibited business practice because it may mislead consumers by presenting excessive claims or promises that are inconsistent with the actual condition of the product. Such practices may result in consumer losses, both materially and immaterially (Gilmore, Fabbri, Baum, Bertscher, Bondy , Chang, & Thow, 2023).

Article 3 paragraph (3) of BPOM Regulation Number 3 of 2022 concerning Technical Requirements for Cosmetic Claims stipulates that, in addition to fulfilling the criteria referred to in paragraph (2), business actors making claims on product labels and advertisements must also comply with the claim guidelines provided in the annex of the regulation, which constitutes an integral part of the regulation. Holders of notification numbers and other business actors involved in cosmetic distribution are obligated to ensure that all claims stated on labels and/or published in advertisements comply with the provisions established under BPOM Regulation Number 3 of 2022 concerning Technical Requirements for Cosmetic Claims (Winardi & Ramadhania, 2025).

The Consumer Protection Law (UUPK) explicitly regulates prohibited actions by business actors in producing, distributing, and trading goods and/or services. This prohibition is further regulated in Article 8 paragraph (1) letter f, which states that business actors are prohibited from producing and/or trading goods and/or services that do not comply with the promises stated on labels, product descriptions, advertisements, or promotional materials. Therefore, business actors who provide claims that exceed the actual condition of skincare products may be considered to have violated consumer protection provisions (Rahmania et al., 2025).

Responsibility refers to the obligation of individuals or entities to recognize the consequences of their actions and fulfill obligations arising from those actions. In the context of consumer protection, business actors conducting business activities must bear the risks associated with decisions or actions that cause losses to consumers. Therefore, consumers have the right to demand accountability from business actors through compensation mechanisms when they experience losses due to defective products or misleading information (Tamvada, 2020). The principle of absolute liability emphasizes that the existence of fault is not always required as the basis for determining responsibility. However, certain exceptions may release a party from liability, such as circumstances involving force majeure. This principle requires business actors to provide direct accountability for losses experienced by consumers as a consequence of their products or promotional activities. Therefore, business actors cannot avoid responsibility when overclaim practices result in consumer harm (Amaliya, Dewi, Arafat, Asyhadi, & Rosidawati, 2025).

In general, legal responsibility can be divided into three categories: accountability, responsibility, and liability. Accountability refers to obligations related to financial aspects, trust, and the consequences of decisions made by individuals or organizations. Responsibility refers to obligations established under applicable legal provisions and social norms. Meanwhile, liability refers to legal obligations arising under civil law. The principle of legal responsibility can be explained through several approaches, including liability based on fault, presumption of liability, presumption of non-liability, strict liability, and limitation of liability (Sujono, Mangesti, & Suhartono, 2022). These principles provide different approaches in determining the extent to which business actors must be responsible for losses suffered by consumers.

The Consumer Protection Law (UUPK) also establishes administrative and criminal sanctions for business actors who produce and/or distribute products containing misleading claims or products that do not meet safety standards, as regulated under Article 8 paragraph (1) letter a of the UUPK. These provisions demonstrate that consumer protection does not only provide compensation mechanisms for affected consumers but also establishes preventive measures to ensure that business actors comply with legal requirements (Suharno et al., 2024; Gustian et al., 2023; Rahmania et al., 2025).

Furthermore, Article 19 of the Consumer Protection Law states that business actors are responsible for providing compensation for losses suffered by consumers, including compensation for damages, negative impacts, and other consequences resulting from the use of products or services. Therefore, business actors have financial and legal responsibilities for the negative impacts caused by the products or services they provide. Consumers who experience losses due to misleading product claims have the right to request compensation or other forms of legal remedies. Such compensation may include refunds, replacement of equivalent products, or healthcare costs in accordance with applicable legal provisions (Nugraha, Andayani, & Tumanggor, 2023).

If business actors are proven to cause consumer losses through overclaim practices and fail to provide compensation as regulated under Article 19 paragraphs (2) and (3) of the Consumer Protection Law, they may be subject to administrative sanctions based on Article 60 paragraphs (1) and (2) through the Consumer Dispute Resolution Agency (*Badan Penyelesaian Sengketa Konsumen*/BPSK). This provision confirms that BPSK has the authority to impose administrative sanctions on business actors who violate regulations related to production standards, labeling, and promotional practices. The imposition of sanctions represents a form of legal accountability and serves as a mechanism to encourage compliance among business actors (Silviasari, 2020).

The use of overclaim statements in skincare product advertisements may harm consumers, reduce consumer trust, damage business reputation, and prevent consumers from receiving the benefits they expect from purchased products. However, because overclaim practices have become increasingly normalized as a marketing strategy, accountability mechanisms for business actors remain a significant challenge. Therefore, stronger supervision, effective law enforcement, and increased awareness among business actors are required to ensure that skincare advertisements comply with consumer protection principles and provide accurate, transparent, and responsible information.

5. Conclusions

This study concludes that consumer legal protection against overclaims in skincare product advertisements has been supported by an adequate regulatory framework, particularly through Law Number 8 of 1999 concerning Consumer Protection and relevant regulations issued by the Food and Drug Supervisory Agency (BPOM). These regulations provide legal protection by guaranteeing consumers' rights to obtain correct, clear, and honest information regarding products and by establishing obligations for business actors to ensure that advertising claims are accurate and accountable.

However, the implementation of consumer protection against skincare overclaims remains challenging because misleading promotional practices continue to occur in the market. The use of excessive claims that are not supported by sufficient evidence may create false perceptions among consumers and potentially result in financial losses, product incompatibility, and health risks. Therefore, business actors must fulfill their legal responsibilities by ensuring that every product claim is based on factual information and complies with applicable regulations. Effective consumer protection requires not only the existence of regulations but also consistent supervision, stronger law enforcement, and increased awareness among consumers and business actors. Regulatory institutions, particularly BPOM, need to strengthen monitoring mechanisms for skincare advertisements, while business actors should prioritize transparency and ethical marketing practices. Through collaboration between regulators, businesses, and consumers, a fairer and safer skincare market environment can be established.

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Author Contributions

SA conceptualized the research, developed the research framework, conducted the legal analysis, and prepared the original manuscript draft. WP contributed to the methodology, reviewed relevant legal materials, and provided critical revisions to improve the manuscript. Z contributed to the analysis and interpretation of legal issues, while FA contributed to manuscript review, editing, and academic refinement. All authors have read and agreed to the published version of the manuscript.

Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this article. This research was conducted independently, and the authors confirm that there are no financial, institutional, or personal relationships that could influence the objectivity of the research process, analysis, or conclusions presented in this manuscript.

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