

FOR CLINICS, TELEHEALTH BRANDS AND B2B RESEARCH SUPPLIERS

Before your ad account spends a dollar: *the pre-launch checklist.*

The checks we run before any clinic, telehealth or research supplier account goes live on Meta or Google. Most restrictions we see were set up before the first ad: eligibility, landing pages and account setup. Work through it top to bottom and you'll know what a reviewer will find before they find it.

Start here: which kind of business are you, as a reviewer reads it?

LANE A

Telehealth or online pharmacy

Meta requires active LegitScript certification. In the US, Google requires LegitScript accreditation for telemedicine plus Google's own certification.

Certification first

LANE B

Clinic or med spa

Promoting a consultation can work, but the landing page decides how the ad is read. Benefit bullets turn a clinic ad into a drug ad.

Pages decide

LANE C

Research-use-only supplier

No Meta ads. Google Shopping and Search only as a genuine B2B lab supplier, and only for SKUs Google's unapproved substances policy doesn't catch.

Google only, SKU by SKU

01 Eligibility

02 Landing pages

03 Account setup

07 Google Shopping for research suppliers

04 Ad copy

05 Creative

06 Launch, scale and rejections

How to use it. Tick each line only when it's true today, not when it's planned. Anything unticked in sections 1 to 3 is a reason to wait. This checklist is general guidance as of October 2026, not legal advice: platform policies change, and counsel who knows FDA and FTC rules should review what you advertise.

01 Eligibility

Is this account allowed to exist in its current form?

- ☐ **Lane written down.** One sentence describing your business the way a reviewer would: who prescribes, who dispenses, what you sell.
- ☐ **Telehealth or pharmacy:** LegitScript Healthcare Certification is active, not just applied for, before Meta ads run.
- ☐ **US telemedicine on Google:** LegitScript accreditation in place and Google's healthcare certification approved for the account.
- ☐ **Menu checked.** Every compound you offer, and every compound your pharmacy partner offers, checked against LegitScript's current guidance. In September 2026 it listed BPC-157, TB-500, retatrutide and cagrilintide as not currently eligible.
- ☐ **Domains listed.** Every domain, subdomain and landing page you control, including old promo sites, with a decision for each: keep, redirect or retire.
- ☐ **Counsel review booked** for the offer, the claims and the pages before any spend.

Lane C: skip Meta entirely and go to section 7 for Google. Sections 2 to 6 still apply to your pages, copy and account.

02 Landing pages

The reviewer reads the page, not just the ad.

- ☐ **No efficacy, benefit or result claims** on any page an ad points to. Clinical wording comes from your medical director.
- ☐ **No before-and-after galleries** or reviews about results on those pages.
- ☐ **No dosing tables, protocols or calculators** anywhere on the domain.
- ☐ **Consultation-led layout:** who the provider is, how booking works, what happens next, what it costs.
- ☐ **Names match.** Business name, address and contact details are identical on the site, the verification documents and the payment method.
- ☐ **Privacy policy and terms** are live, linked in the footer and describe the forms you actually use.
- ☐ **Forms ask only what booking needs.** No health-condition fields that feed an ad pixel.

03 Account setup

Fewer unknowns on day one.

- ☐ **Business-owned accounts.** Meta Business Manager and Google Ads owned by the business, with two admins on your side using two-factor login. Agencies are added as partners.
- ☐ **Verified:** Meta business verification and domain verification done; Google advertiser verification done.
- ☐ **One payment method** in the business's own name.
- ☐ **No rented, bought, borrowed or "aged" accounts,** and no second account opened after a restriction.
- ☐ **Neutral tracking.** Pixel and Conversions API events named Lead, Booking or Schedule. No condition or treatment in event names, custom conversions or audience names.
- ☐ **No patient-list uploads** for custom or lookalike audiences unless counsel has signed off.
- ☐ **Age 18+** on every ad set for weight-management and health services.

04 Ad copy

The headline and primary text get the closest read. Keep them the most conservative part of the ad.

- ☐ **No drug names, compounds or mechanisms** in the headline or primary text unless you're certified for it and have a reason.
- ☐ **No promised outcomes,** timeframes or numbers.
- ☐ **Nothing that tells the viewer about themselves.** Meta's personal attributes policy rules out copy that asserts or implies a health condition.
- ☐ **No shame or body-negative language,** even framed as empathy.
- ☐ **Ad and page agree.** Every statement in the ad appears, word for word or weaker, on the landing page.

REWRITE

"Struggling with your weight?"
"Drop two sizes with [medication]."

LEAD WITH

"Talk to a licensed provider about your options."
"Book a video consult from home, usually within the week."

05 Creative

Show that something changes without comparing bodies.

- ☐ **No before-and-after images**, body close-ups, pinching, measuring tapes on bodies or scales.
- ☐ **No branded drug packaging**, pens, vials or identifiable prescription products in frame.
- ☐ **Use what's yours**: the clinic, the provider at work, the booking flow on a phone, a calendar of kept appointments, an ordinary routine.
- ☐ **Text in the image and captions in video** follow the same rules as the copy, including the first three seconds.

06 Launch and scale

Earn a clean history first, then test stronger angles one at a time.

- ☐ **Week one is small**: brand-level creative at a low daily budget, watching approvals, billing and delivery.
- ☐ **Conversion campaigns start** only after clean approvals and at least one successful charge.
- ☐ **One change at a time**: copy, then creative, then landing page, then budget. Log each change with a date.
- ☐ **Budgets rise in steps**, not jumps, and never alongside a new page or domain.
- ☐ **Weekly check** of Meta Account Quality and Google's policy manager for warnings.

When an ad is rejected

- 1 Read the stated reason and the ad again, honestly: did it cross a line?
- 2 If it's a reviewer error, request a review once.
- 3 If the ad was the problem, remove it, fix it and submit a clean version.
- 4 Never duplicate a rejected ad to force it through, and never open a new account to get around a restriction.
- 5 Several rejections in one week? Pause the tests and check the whole funnel: ad, page, domain and verification.

Want us to run this against your account?

Our ads compliance audit covers every line in this checklist, with a ranked fix list. It's included in every ads setup.

peptidemarketinghq.com/healthcare-ppc/

Sources, as of October 2026: Google Ads Healthcare and medicines policy, support.google.com/adspolicy/answer/176031 · LegitScript, "The Peptide Boom" (Sept 22, 2026), legitscript.com/healthcare · Meta Transparency Center ad standards, transparency.meta.com/policies/ad-standards. Policies change; check the current pages before you launch.

07 Google Shopping for research suppliers

Approval only lasts if the store really is a B2B lab supplier.

- ☐ **Every SKU checked** against Google's unapproved substances list and FDA warning letters. Google's policy covers products subject to any regulatory action or warning, and Merchant Center adds substances with similar chemical composition. Anything caught stays out of the feed.
- ☐ **Scientific names only**, sold as lyophilized powder. No ready-to-use liquids, and no bacteriostatic water or syringes in the catalog or as add-ons.
- ☐ **No outcome or dosing words anywhere**: product copy, image text, alt text, meta tags, blog posts and reviews.
- ☐ **Clean labels**. Vial images show the name, batch and storage, with no dosage.
- ☐ **A COA on every product page**, as a crawlable link or image, with any purity figure matching the certificate.
- ☐ **An accurate research-use-only statement** in the header and footer. Skip "Not for Human Consumption": LegitScript's guide for payment processors lists it as a red flag.
- ☐ **Details match exactly**: legal name, address, phone, email and support hours in the footer, Merchant Center and your company documents. Have ID and formation papers ready for verification.
- ☐ **Shipping, returns, privacy and terms pages** are live and specific to your business.
- ☐ **Reviews** collected through a Google-recognised aggregator, and accurate product schema on every product page.
- ☐ **No BOGO offers, countdown timers or flash-sale banners**.
- ☐ **A shared negative keyword list** across campaigns for consumer-use searches: dosage, injection, cycle, weight loss, healing, before and after, prescription.
- ☐ **Ads land on the matching product or category page**, the same page any visitor sees.

What gets the whole account suspended

- 1 Blocking Google's crawler from the cart, checkout or blog, or showing reviewers a different page from shoppers.
- 2 Shrinking or blurring images so labels can't be read.
- 3 A mild pre-lander that hands clicks to a harder sales page.
- 4 "Pushing boundaries" once approved: adding back outcome copy, bundles or urgency.
- 5 Opening a new Merchant Center or Ads account after a suspension.

Google treats these as circumventing its systems, which can suspend linked accounts too. **Sources:** Google Merchant Center policy, support.google.com/merchants/answer/6150151 · LegitScript, Understanding Peptides guide for payment processors (Oct 2025). Not legal advice; check the current policy pages before you launch.