

NOTE: Extract from The Advertising Ethics Council CEP ([Conseil de l'éthique publicitaire](#)), Opinion '[Advertising and Youth Audiences](#)'; the link is to the piece in French

2. In advertising concerning children, some situations must be prohibited:

- Those which appeal to the omnipotence of the child over adults;
 - Those promoting the denigration or devaluation of parents, or educators, both on the family level and in their social role;
 - Those where the child's physical and mental integrity is endangered, particularly when adults are failing in their protective role;
 - Those which reduce children to the role of objects;
 - Those where the physical or moral defects of a child and, even more so, those of a teenager, are used as a foil for proposing an alternative attitude;
 - Those that suggest an act or practice that puts the child at risk.
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