

# Enhancing Compliance with Advertising Regulations of Aesthetic Clinics in District 1, Ho Chi Minh City (Period From 2024 to 2025)

Hoang Thien Minh Tri

Tra Vinh University, Vietnam

[hoangthienminhtri0929@mail.com](mailto:hoangthienminhtri0929@mail.com)

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**Abstract** – Currently, with the rapid advancement of artificial intelligence (AI) and the increasing demand for beauty services, Vietnam's aesthetic industry is experiencing unprecedented competition. Beyond retaining loyal customers, the profitability of aesthetic clinics largely depends on attracting new clients through effective marketing campaigns. However, many clinics engage in misleading advertising, which not only negatively impacts consumers but also increases the regulatory burden on authorities. Therefore, we provide evidence that brand building is not only essential but also a key competitive advantage for businesses in the aesthetic industry to thrive. At the same time, strengthening management processes and continuously improving legal regulations are crucial to enhancing compliance with advertising regulations in aesthetic clinics. Particularly in District 1, Ho Chi Minh City, where the beauty industry is thriving, compliance with advertising regulations has become a pressing issue.

**Keywords** – Advertising, Brand, Branding, Aesthetic industry



## I. OVERVIEW OF THE MARKET SIZE IN THE AESTHETIC AND DERMATOLOGY INDUSTRY

According to our research on the Vietnamese market, the aesthetic industry is growing at an average annual rate of 15%, with Ho Chi Minh City accounting for approximately 40% of the total national revenue. The market is projected to reach USD 208.47 million by 2029, with a compound annual growth rate (CAGR) of 10.66% from 2024 to 2029. These figures highlight the industry's immense potential and reaffirm the crucial role of Ho Chi Minh City, especially District 1, as a leading economic and beauty service hub.

Additionally, the dermatology treatment sector is experiencing remarkable growth, with the market value expected to reach USD 71.66 billion by 2029. This reflects the increasing public interest in beauty care and underscores the intense competition among brands

striving to establish their presence and build customer trust.

## II. MANAGEMENT OF AESTHETIC CLINICS

At the "Enhancing Patient Safety Solutions in Aesthetic Surgery" conference organized by the Ho Chi Minh City Department of Health, statistics revealed that the city currently has 37 aesthetic hospitals, 31 plastic surgery departments in hospitals, 290 specialized aesthetic clinics, and 414 dermatology clinics. In addition, there are 3,891 non-medical beauty service providers, including spas and skincare centers, which are licensed by district authorities and the Department of Planning and Investment. The rapid expansion of aesthetic facilities has met the growing demand for beauty services but has also led to significant challenges. A major issue is that many non-medical beauty service providers have started performing

medical procedures beyond their authorized scope. Moreover, illegal and unlicensed aesthetic clinics are increasing in number, along with widespread false advertising on social media, making it difficult for authorities to regulate. Complaints and reports from the public regarding service quality and financial losses in the beauty industry account for 78% of the total complaints received by the Ho Chi Minh City Department of Health. As a result, many medical incidents in the aesthetic sector have emerged, affecting people's health and even leading to fatalities.

Aesthetic and beauty services generate significant profits, attracting numerous businesses and individuals to invest in the industry. However, compared to developed countries, Vietnam's legal framework for managing aesthetic clinics still has gaps. This has made it challenging to regulate advertising on social media, as authorities struggle to control the overwhelming amount of promotional content spreading across online platforms.

### **III. CURRENT ADVERTISING PRACTICES IN AESTHETIC CLINICS**

One of the biggest challenges facing Vietnam's aesthetic industry today is false advertising. According to the *Economic & Urban Journal* (2023), 65% of aesthetic clinics in Ho Chi Minh City were found to have advertising content that did not comply with their licensed permits. This situation not only confuses consumers but also leads to an increase in complaints regarding service quality and financial losses. Notably, according to data from the Ho Chi Minh City Department of Health, complaints related to aesthetic services account for 78% of all filed reports, reflecting growing public frustration with non-compliant clinics. In reality, many medical accidents have been recorded, directly affecting the health and even the lives of customers. The explosion of online advertising campaigns has made it more difficult than ever to regulate content. False advertisements frequently change on social media platforms, not only misleading consumers but also eroding trust in the aesthetic industry.

## **IV. SOLUTIONS TO IMPROVE COMPLIANCE WITH ADVERTISING REGULATIONS IN AESTHETIC CLINICS**

### **4.1. Personal Branding for CEOs**

In the highly competitive aesthetic industry, addressing false advertising violations is a critical requirement to strengthen customer trust and enhance business credibility. One key solution is to develop the CEO's brand. As the face of the company, a CEO positioned as an industry expert not only helps establish high-quality beauty services but also serves as a direct bridge to connect with customers through a strong personal brand. By combining customer surveys and feedback, businesses can not only improve their services but also ensure transparency and honesty in advertising, aligning promotional content with real customer expectations. A trustworthy CEO reassures customers, increasing their loyalty. Personal branding not only provides a competitive advantage but also attracts more customers through the CEO's reputation and expertise. Additionally, the rapid growth of the aesthetic industry offers an opportunity for businesses to leverage customer interest, refine services based on real feedback, and build a transparent, professional brand image.

### **4.2. Further Development and Improvement of Advertising Legal Regulations**

Improving the legal framework for advertising is a key factor in controlling content and standardizing the way aesthetic businesses communicate their messages. Specific regulations should include requirements for legal documentation when using strong affirmative statements in advertisements, such as words like "best," "only," "number one," or similar phrases. These claims must be supported by official documents that comply with government regulations to ensure transparency and honesty. If businesses wish to use such terms in their advertisements, they must provide full legal proof to comply with current regulations and maintain advertising integrity.

Additionally, the application of AI technology to monitor advertising content in real-time and strictly manage violations in rebroadcasted content is an essential measure to curb false advertising practices. A well-structured legal system not only encourages businesses to comply but also fosters fair competition enhances advertising quality, and strengthens brand

credibility. While refining the legal framework for aesthetic advertising requires the participation of medical experts and time for widespread implementation, it is a crucial step toward ensuring transparency and standardizing advertising practices. With technological advancements, particularly AI, managing and regulating online advertisements has become easier and more effective. Strict regulations will not only reduce false advertising but also build customer trust, ensuring that businesses operate in a fair and law-abiding marketplace.

#### **4.3. Requiring Clinics to Publicly Disclose Information on Procedures, Aesthetic Technologies, and Service Value Evidence**

Publicly disclosing detailed information on services, procedures, and aesthetic technologies used by clinics is a key solution to ensuring transparency in the industry. This not only helps customers better understand the real value of the services but also reduces the pressure on businesses to exaggerate their advertisements. Aesthetic clinics must ensure full operational licensing and develop digital records to strengthen management and comply strictly with regulations. Additionally, building online platforms such as websites and social media pages with clear content, authentic images and videos, and positive customer feedback will help strengthen trust and differentiate their brand. Although developing such systems requires financial and human resources, the long-term benefits are substantial. Transparent information allows customers to easily access service details, increasing their satisfaction and trust. Collaboration between clinics and regulatory authorities also ensures better control and management of advertising information. This approach encourages businesses to compete based on actual quality while minimizing exaggerated advertisements, creating a fair and sustainable business environment.

## **V. RESULT**

By integrating the three proposed solutions, the aesthetic industry can not only enhance its credibility but also achieve sustainable growth, better meeting the increasing market demand. The CEO personal branding model, combined with key factors such as improving legal regulations and ensuring

transparency, serves as an initial step in shaping awareness among aesthetic clinics.

With the support of AI technology and CRM systems, aesthetic businesses can personalize customer experiences, optimize advertising efficiency, and closely monitor media content tailored to different demographic groups, ensuring compliance with legal requirements. The brand evaluation criteria focus on information transparency, personalized messaging, and the use of digital tools to measure branding effectiveness. This strategy not only strengthens brand awareness for businesses but also creates a transparent and sustainable advertising environment, contributing to standardizing the aesthetic industry amid intense competition and the rapid development of AI technology.

The next phase will focus on establishing specialized task forces comprising media, legal, and technology experts with clearly defined responsibilities to ensure the effectiveness and timely implementation of each solution. Additionally, communication campaigns will be intensified across various platforms such as press, social media, and online conferences to help customers better understand the goals and benefits of these solutions, thereby promoting transparency and credibility within the industry. Regular data collection from customer feedback, business insights, and real-world effectiveness will be conducted, utilizing advanced analytical tools to evaluate and adjust strategies as needed. These efforts aim to increase customer trust, reduce false advertising practices, and raise awareness of transparency in the industry.

Looking ahead, future initiatives will focus on educating businesses on legal compliance, implementing a public information platform, and raising advertising standards. These measures will contribute to aligning Vietnam's aesthetic industry with international standards and attracting more loyal customers.

## **VI. CONCLUSION**

Overall, implementing comprehensive solutions to build credibility and enhance transparency in the aesthetic industry not only reduces false advertising but also increases customer trust and satisfaction. Key activities such as establishing specialized teams, strengthening communication efforts, and regularly

collecting and analyzing data will be closely monitored at each stage to ensure strategic effectiveness and timely progress. This approach not only lays the foundation for sustainable development but also serves as a key driver for competitiveness, attracting more loyal customers, and fostering a transparent and ethical business environment.

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