

Why Is Facebook Rejecting These Fashion Ads? | The New York Times

By Vanessa Friedman

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Earlier this year [Mighty Well](#), an adaptive clothing company that makes fashionable gear for people with disabilities, did something many newish brands do: It tried to place an ad for one of its most popular products on Facebook.

The [product in question](#) was a gray zip-up hoodie (\$39.95) with the message: “I am immunocompromised — Please give me space.” The “immunocompromised” was in a white rectangle, kind of like Supreme’s red one. It has rave customer reviews on the company’s website

Facebook — or rather, Facebook’s automated advertising center — did not like the ad quite so much.

It was rejected for violating policy — specifically, the promotion of “medical and health care products and services including medical devices,” though it included no such products. Mighty Well appealed the decision, and after some delay, the ruling changed.

[...]

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