HANDS-ON AI LAB · CHAPTER 6 · PRACTICE FILE

Fernleaf Skincare: AI Content Policy

A made-up skincare brand. Version 1.4 · Owner: Head of Marketing · Applies to every post, email, ad, product page, and video that uses AI at any step.

Why we have this policy

We use AI to write and design faster. Customers trust us with their skin, so every claim must be true and every result must be real. This policy keeps both true when we are busy.

Review steps (in this order)

Step	What to do
1. Know the job	Name the channel (Instagram, email, product page, ad) and the audience.
2. Check the facts	Every price, ingredient, and result must match the current product sheet. Mark anything you cannot confirm.
3. Check the rules	Go through Rules A to F below. Each one gets Pass, Fix, or Stop.
4. Suggest fixes	For every Fix, write a corrected version. For every Stop, say why it cannot run.
5. Name the approver	Leave a line for the person who approves it. AI never approves its own work.

Rules

Rule	What it says
A. Customer data	No customer names, photos, or reviews go into AI tools unless the customer agreed in writing.
B. True claims	Never say a product “cures,” “treats,” or “heals” anything. Say “clinically proven” or “dermatologist-approved” only if the product sheet says so.
C. Real results	AI may adjust lighting or crop a photo. It may never smooth, retouch, or change skin in before-and-after images.
D. AI people	Any image or video with AI-generated people carries the label “Made with AI.”
E. No fake reviews	No AI-written reviews, testimonials, star ratings, or customer quotes. Ever.
F. Sensitive skin	Never say “hypoallergenic” or “safe for all skin types.” Say “tested on sensitive skin” only if the product sheet says so.

Mistakes we have made before

• Friday-afternoon launch posts with the wrong price. • Copying a competitor’s tagline that the AI suggested. • A French tagline no native speaker checked. • Calling a serum an “anti-aging miracle.”

Questions every reviewer asks

Can we prove it? Would a customer feel misled if they knew how we made it? Who approved it, by name?

What a good review looks like

A short table with each rule (A to F), its verdict (Pass, Fix, or Stop), the reason, and a suggested fix, followed by one overall verdict and a blank “Approved by: _____” line for a person. If this policy does not cover something,

the review says so and asks the Head of Marketing. It does not invent a rule.

Fictional practice material for the Hands-On AI Lab in AI in Marketing: The Living Textbook (Ozturk). Every business, person, and number here is made up. CC BY-NC-ND 4.0.