

Agreement levels - No consensus Harm-identification Rules

Percentages are based on the number of participants responding in the Delphi round in which each rule received final consensus. No consensus was defined as <80% agreement, where fewer than 80% of panel members in either Delphi expert group (experts by lived experience or experts by profession) selected "Strongly Agree" or "Agree".

LE = Experts by lived experience

P = Experts by profession

Rule No.	Description	Category	Agreement, % (n/N)	
			LE	P
R01	The content involves the consumption of large quantities of food that may normalise disordered eating behaviours.	General Content	42.86% (6/14)	25% (4/16)
R02	The content promotes beauty products with known or potential health risks (e.g. skin-lightening creams with bleaching agents, and chemical peels) without a disclaimer.	Beauty products	78.57% (11/14)	87.5% (14/16)
R03	The content is noticeably edited through digital manipulation or use of AI to enhance physical features such as body size and body shape unrealistically to meet beauty or body standards without any disclaimer.	Filters and edited images	100% (14/14)	68.75% (11/16)
R04	The content shares nutritional guidance without mentioning professional credentials.	Food and nutrition	42.86% (6/14)	31.25% (5/16)
R05	The content includes caloric breakdowns or labels on meals in a way that emphasises calorie control for weight loss as the primary focus.	Food and nutrition	64.29% (9/14)	81.25% (13/16)
R06	The content depicts the creator's entire daily food intake.	Food and nutrition	42.86% (6/14)	50% (8/16)
R07	The content for eating disorder recovery depicts hospital rooms, medical equipment or related settings.	Eating disorders recovery	35.71% (5/14)	31.25% (4/16)

R08	The content for eating disorder recovery discusses medical interventions or specific medical treatments in a way that could glamorise hospitalisation for eating disorders (e.g. stylising medical settings or framing hospitalisation as a base of authenticity or dedication to recovery rather than a serious medical necessity).	Eating disorders recovery	78.57% (11/14)	75% (12/16)
R09	The content for eating disorder recovery describes or compares weight or weight loss journey between individuals or experiences, potentially creating a sense of competition.	Eating disorders recovery	71.43% (10/14)	68.75% (11/16)
R10	The content implies that people should use these products to achieve beauty standards.	Beauty products	Removed by Steering Committee	Removed by Steering Committee