**α-halo generation** of aldehydes and ketones

\[
\text{Acidic}
\]

After bromination (*), the resulting carbocation is less favorable than the initial carbocation (*). Because of the difference in stabilities of the carbocations, an enol does not form a second time, so halogenation only occurs once.

**Basic**

After bromination, the α-proton (H) is more acidic than the original α-proton (H) due to inductive effect (the charge is stabilized by electron density being pulled away by the halogen).