

COMPLAINT NUMBER	17/183
COMPLAINANT	M Tahuhu
ADVERTISER	Mama Blossom Tonics
ADVERTISEMENT	Mama Blossom Tonics, Digital Marketing
DATE OF MEETING	1 August 2017
OUTCOME	Settled

Advertisement: The Facebook advertisement for Mama Blossom Tonics, www.facebook.com/mamablossomtonics/photos/, detailed the charcoal activated teeth whitening product.

The Chair ruled the complaint was Settled.

Complainant, M Tahuhu, said: I wish to lodge a complaint regarding the advertisement for the above teeth-whitening product, which I have seen advertised on a public page on Facebook. The seller appears to be based in Auckland and makes therapeutic claims about the product which I believe to have breached the Therapeutic and Health Advertising Code.

The advertisement states in the opening paragraph below the introduction, Helps to whiten your teeth without the chemical nasties that many other teeth whiteners contain. Many teeth whiteners contain chemicals which are not good for your health. For example they contain chemicals that affect your hormones, damage your enamel, are neurotoxins which are not good for your brain's health and can potentially be carcinogenic.

In contrast, this paragraph makes vague claims about unnamed competitors and implies that similar products are harmful to one's health, without providing any further information to expand on this claim, which prevents consumers from easily checking the accuracy of the claims, in contravention of guideline of Principle 1. For these reasons it is likely to mislead consumers into thinking the advertised product is safer than conventional similar products on the market.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2.

The Chair noted the Complainant's concern that the Advertiser's Facebook advertisement contained unsubstantiated claims about teeth whitening which were misleading.

The Chair noted that the Secretariat had been unable to contact the Advertiser and therefore made direct contact with the Media concerned, who had removed the advertisement as it determined the content violated its policies.

Given the Media's co-operative engagement and the self-regulatory action taken in removing the Facebook page, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled**