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| COMPLAINT NUMBER | 17/332 |
| COMPLAINANT | T Saunders |
| ADVERTISER | Fruitworld |
| ADVERTISEMENT | Fruitworld, Digital Marketing |
| DATE OF MEETING | 2 October 2017 |
| OUTCOME | Settled |

Advertisement: The Fruit World weekly specials website, www.fruitworld.co.nz advertised the health benefits of blueberries and included claims that they can cure depression.

The Chair ruled the complaint was Settled.

Complainant, T Saunders, said: The 'Specials' web page on the Fruit World site contains many therapeutic claims made about blueberries. I believe the advertisement breaches Principle 2 and 3 because the claims have not been substantiated, and they may lead consumers to believe that blueberries can be used instead of actual medical procedures and advice (which is socially irresponsible).

Of particular concern to me is the phrase "Don't use drug to fix your bad mood and depression. Blueberries contain some compounds that have the ability to put you in a good mood and cure depression, without any medications and side effects." I believe this claim is exaggerated and unduly glamorises the alleged benefits of 'using' blueberries to aid with depression. The idea that blueberries could "cure" a complex condition like depression is absurd. Promising to cure depression "without any medications and side effects" is pure nonsense and lacks evidence. More importantly, trying to persuade the viewer against using medications prescribed by a medical doctor can lead to terrible consequences for those suffering mental health issues - this is socially irresponsible.

Even though that particular phrase causes the most concern, virtually the entire list of claims made about blueberries are exaggerated for whatever reason.

Thank you for considering my complaint and I look forward to your reply.

The relevant provisions were Code for Advertising Food - Guideline 1 (a), Guideline 1 (e), Guideline 2 (a), Guideline 2 (b), Principle 1, Principle 2; Therapeutic and Health Advertising Code - Principle 1, Principle 2.

The Chair noted the Complainant's concern that the Advertiser's website contained unsubstantiated claims about the health benefits of blueberries, which were misleading.

The Chair acknowledged the Advertiser had made changes to the website, removing the references which were of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the website, 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**