

<b>COMPLAINT NUMBER</b>	17/331
<b>COMPLAINANT</b>	A. Heller
<b>ADVERTISER</b>	Wet & Forget
<b>ADVERTISEMENT</b>	Television
<b>DATE OF MEETING</b>	9 October 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Wet & Forget promoted a product called Hit the Deck. The advertisement described the product as a timber deck rejuvenator using pure oxygen and included contact details for Wet & Forget.

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complainant, A. Heller, said:** The voice over claimed that the cleaning was done by the power of PURE OXYGEN.  
Pure oxygen is a gas. The only oxygen in cleaning is dihydrogen oxide.  
False claim.

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

**The Chair** noted the Complainant's concern the advertisement was making a false claim about the product and pure oxygen.

The Chair referred to a precedent Decision, 16/402 which stated in part:

“The Advertiser provided information confirming the product was an oxygen bleach that when mixed with water helped to loosen and lift black mould to allow it to be brushed off timber decks without the use of harsh chemicals.

In light of the clarification provided by the Advertiser, the Chair said the advertisement was not likely to mislead consumers and had been prepared with a due sense of social responsibility.

The Chair ruled the advertisement was not in breach of Rule 2 or Basic Principle 4 of the Code of Ethics.”

The Chair noted the Complainant has raised a similar issue and said Decision 16/402 applied to the complaint before her. The Chair said the advertisement was not likely to mislead consumers and was not in breach of Rule 2 or Basic Principle 4 of the Code of Ethics.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

**Chair's Ruling:** Complaint **No Grounds to Proceed**