

COMPLAINT NUMBER	17/324
COMPLAINANT	D Ryan
ADVERTISER	Pawtect
ADVERTISEMENT	Pawtect, Digital Marketing
DATE OF MEETING	11 May 2018
OUTCOME	Settled – advertisement changed

Advertisement: The Facebook advertisement for Pawtect Pendants directs consumers to the Pawtect website, www.pawtect.com, and states “Pawtect – Protects against fleas and ticks for up to 24 months...Naturally. May help with allergies and arthritis. Supports a healthy pet. Chemical free.” A separate post states “Did you know that as well as repelling fleas and ticks, Pawtect pendant is great for supporting your pet’s immune system and minimising allergies.”

The Chair ruled the complaint was Settled.

Complainant, D Ryan, said: Pawtect is highly likely breaking Advertising Code of Ethics, Rule 2 - Truthful Presentation.

Their "About" page (facebook.com/pg/Pawtect/about) lists: "http://www.pawtect.com/ Effective, chemical-free long lasting flea and tick repelling pendants".

"Pawtect Pendants are ... chemical-free solution designed to effectively repel fleas, ticks, mosquito's and sand flies..." "When the Pawtect is added to your pets collar your cat or dog’s energy emits the energy frequencies which repel the pests".

"Benefits include: - Repels fleas and ticks, - Protects your pet for up to *24 months....

- Minimises/eliminates skin irritations and allergies
- Improves and strengthens your pets immune system
- Encourages a naturally calm and content demeanour"

Their FB banner (facebook.com/Pawtect/photos/827563160644040/) says:

"Protects against fleas and tickets for up to 24 months".

"May help with allergies and arthritis".

Their FB post (<https://www.facebook.com/Pawtect/posts/1435563649843985:0>) says:

"Did you know that as well as repelling fleas and ticks, the Pawtect pendant is great for ... and minimising allergies".

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

The Chair noted the Complainant’s concern that the Advertiser’s Facebook page contained unsubstantiated claims about the benefits of Pawtect pendants, which were misleading.

The Chair acknowledged the Advertiser had made changes to the Facebook advertisement, removing or amending references which were of concern.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in amending the Facebook advertisement, 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 – advertisement changed**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.