

<b>COMPLAINT NUMBER</b>	18/086
<b>COMPLAINANT</b>	L Melville
<b>ADVERTISER</b>	ModBod Face and Body Clinic
<b>ADVERTISEMENT</b>	ModBod Face and Body Clinic, Digital Marketing
<b>DATE OF MEETING</b>	11 May 2018
<b>OUTCOME</b>	Settled – advertisement to be removed

**Advertisement:** The Facebook advertisement for Modbod Face and Body Clinic's specials said in part:..."IPL Permanent Hair Remval Bikini OR Brazilian PLUS Underarm \$99 (includes ALL sessions)..."

**The Chair ruled the complaint was Settled.**

**Complainant, L Melville, said:** I was alerted to the attached advert by a friend who also interpreted it as \$99 including ALL sessions, not PER session. I then clarified this when making a booking for myself and daughter. While waiting for the booking, I still thought the offer was too good to be true so I rang the salon again and this time took down notes (as a former journalist) of the conversation. I asked her to clarify that the \$99 covered ALL sessions and was not PER session. She confirmed this. I said to her it was too good to be true and she confirmed the low price was linked to the facebook advert. I attended the first session and discussed again with the therapist how low the offer was. On my daughter's second visit she was asked for \$99, and now on cancelling, I have been told I am liable for \$4000 treatment (I've only had one session.) Several people can back me up in my conversation as I had it on speaker phone.

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

**The Chair** noted the Complainant's concern the pricing structure in the advertisement was unclear and could be misleading to consumers.

The Chair acknowledged the Advertiser had agreed to remove the expired advertisement from the Facebook page and would ensure future offers contained clear pricing information.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending 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 – advertisement to be removed**

#### **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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.