

<b>COMPLAINT NUMBER</b>	18/174
<b>COMPLAINANT</b>	P Vogt
<b>ADVERTISER</b>	Unilever Australasia
<b>ADVERTISEMENT</b>	Vaseline, Television
<b>DATE OF MEETING</b>	5 June 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Vaseline said in part – “for people living in areas of crisis, simple skin conditions can turn into serious issues. So we created the Vaseline Healing Project, a partnership with Direct Relief to help millions in need restore their skin, so they can go back to work or school. And that ordinary jar can make an extraordinary difference.”

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

**Complainant, P Vogt, said:** Vaseline is running an add which strong implies if you buy a jar of product one will be donated for use in the developing world. If fact the contribution is vastly less generous. I feel this is misleading

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

**The Chair** noted the Complainant’s concern the advertisement implied the donation of a jar of Vaseline to help those in crisis, for each one purchased, which they considered was misleading.

The Chair said the advertisement was a short summary of a major charitable enterprise, The Healing Project, run by the Advertiser, Unilever, in partnership with Direct Relief. She said the advertisement gave the website details, [www.vaseline.com.nz/thehealingproject](http://www.vaseline.com.nz/thehealingproject), where more information about the Healing Project could be found.

The Chair said there was no statement in the advertisement about a one-for-one donation of Vaseline products and the advertisement contained text which made clear that \$0.05 was being donated for each Vaseline product sold in Australia and New Zealand.

The Chair ruled the advertisement was truthful and had been prepared with a due sense of social responsibility and was not in breach 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**

#### **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.