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| COMPLAINT NUMBER | 18/203 |
| COMPLAINANT | P Thomas & B Hunt |
| ADVERTISER | Brand Developers Ltd |
| ADVERTISEMENT | iTread, Television |
| DATE OF MEETING | 6 August 2018 |
| OUTCOME | Settled – advertisement changed |

Advertisement: The television advertisement for the iTread treadmill shows the treadmill being used and makes claims about the many health benefits which can be gained by using it for exercise. The voiceover says in part:... “Combat heart disease, diabetes, dementia, cancer....”

The Chair ruled the complaint was Settled

Complainant, P Thomas, said: The guy selling this treadmill claims it helps with diabetes and cancer. I can tell you my daughter fought cancer for 3 years and tried all possible conventional and alternative treatments and to make this claim disgusts me, makes me very angry and very sad, I want it removed and whoever is responsible for the claim to suffer financially as they are trying to profit by selling false hope to people who may try anything to save their life.

Complainant, B Hunt, said: This advert claims that the iTread can combat the affects of various conditions including cancer and dementia. I believe this seriously overestimates the impact of exercise on these conditions and sets false expectations on people suffering from these conditions. It is therefore a harmful ad and needs to be removed or altered.

The Advertiser, Brand Developers Ltd, said: We have received the 2 complaints for our product iTread on TV1.

We understand and respect the hard times families go through with sickness in families and in no way want to upset customers.

Every fitness product we sell is to encourage people to exercise more and as is well known and proven exercise is one of the best ways to help your over health and wellbeing.

Firstly I just wanted to let you know that the advert has not been on air since the 28th of June as it was just a test.

What I would like to propose is that we make a change to the claim in subject where it says 'combats...' in voice over and on-screen super and change to 'Reduces the risk of....'.

I have attached with this response studies that prove and substantiate this claim and we firmly believe that we are helping customers with their health by informing of these proven claims.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2; Therapeutic and Health Advertising Code - Principle 1, Principle 2, Rule 1(b), Rule 1(c), Rule 2(a);

The Chair noted the Complainants' concerns the advertisement was making exaggerated claims about the health benefits of the iTread product which could be misleading to consumers.

The Chair acknowledged the Advertiser's response confirming the advertisement was a test and was no longer on air. She said the changes proposed by the Advertiser to replace the word 'combats' to 'reduces the risk of' for any future version of the advertisement reflected the generally accepted premise that exercise is one of several measures which could reduce the risk of health conditions such as heart disease, diabetes, dementia and cancer.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in proposing amendments to future advertisements, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled the complaints were settled.

Chair's Ruling: Complaints **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.