

<b>COMPLAINT NUMBER</b>	18/345
<b>COMPLAINANT</b>	J Wolfenden and T West
<b>ADVERTISER</b>	Tui Products
<b>ADVERTISEMENT</b>	Tui Products Television
<b>DATE OF MEETING</b>	12 October 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Roundup Tough showed images of weeds, containers of Roundup Tough and a person spraying Roundup Tough onto plants. The voiceover includes the phrase "...Roundup Tough kills the toughest weeds right down to the roots..." The website address for Roundup Tough was displayed.

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

**Complainant, J Wolfenden, said:** Roundup contains glyphosate a known carcinogen which has been banned in numerous European countries and needs protective clothing and a mask when using it. This advertisement does not relay any of the precautions needed when using the product and is a health risk to those that choose to purchase it. It does not state it is a carcinogen on the advert.

**Complainant, T West, said:** Due to the recent media about the dangers of Roundup why is this product allowed to be advertised? Disgusting to promote poison on TV

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 12, Rule 2.**

**The Chair** noted the Complainants' concerns the advertisement for Roundup Tough does not mention the health risks of the product and despite recent media articles about the dangers of Roundup, it is still allowed to be advertised.

The Chair said while she recognises the Complainants' concerns Roundup Tough contains a toxic substance called glyphosate, the Advertiser is legally entitled to promote and sell this product.

The Chair said any decision to consider changing the current regulations regarding the sale of toxic substances would be the responsibility of the relevant Government agency.

The Chair noted the person in the advertisement who uses the weed spray was wearing gloves and had long-sleeves. There was also a warning in the advertisement, in small print, to read the label and product information before use.

Therefore, while she noted the concerns of the Complainants, she said the advertisement did not contain anything misleading and did not encourage a disregard for safety.

In light of the above, the Chair said there was no apparent breach of the Code of Ethics.

Accordingly, the Chair ruled that 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.