

COMPLAINT NUMBER	18/222
COMPLAINANT	C Atkinson
ADVERTISER	Ecostore
ADVERTISEMENT	Ecostore Digital Marketing
DATE OF MEETING	1 November 2018
OUTCOME	Settled

Advertisement: The website advertisement for Ecostore Complete Care toothpaste said “This blend of naturally derived ingredients contains Magnolia bark extract to help reduce plaque and prevent tartar buildup...” There was also an information sheet on Sodium Fluoride which said “Nasty. This ingredient has been classified as hazardous to health and is not used in Ecostore products.”

The Chair ruled the complaint was Settled.

Complainant, C Atkinson, said: This complaint is directed towards EcoStore, a business that offers its customers a variety of products that may be purchased via the internet; <http://ecostore.co.nz/>

On 9th July 2018, I viewed the following Ad, found here; <http://ecostore.co.nz/complete-care-toothpaste-100g...>

To reinforce their anti-fluoride stance, EcoStore include an information page on Sodium Fluoride; <http://ecostore.co.nz/Sodium-Fluoride> where they classify this material as "NASTY". This ingredient has been classified as hazardous to health, and is not used in Ecostore products. They also state that Sodium Fluoride is known as a skin, eye and lung irritant.

My concern is that;

- 1) EcoStore are misrepresenting the use of fluoride additives and thus scaremongering
- 2) Not providing substantiation for their claim that their toothpastes "fight cavities".

By listing this information page under the ingredients section, it is likely to give consumers the impression that toothpastes containing Sodium Fluoride are unsafe and dangerous for consumers. EcoStore provide no comparative product information, directions of use or levels of Sodium Fluoride in conventional toothpastes (typically 0.336% w/w, 1400parts per million). They provide no information that illustrates the positive effects that fluoride has on dental health.

Also, levels of Sodium Fluoride in toothpastes are not considered skin, eye or lung irritants...

Secondly, EcoStore claims their products help to reduce plaque, prevent tartar build-up and fight cavities. These claims are not substantiated; Rule 2(a). Have Ecostore tested this product and do they have any conclusive scientific data on product effectiveness?...

The relevant provisions were Therapeutic and Health Advertising Code - Principle 1, Principle 2, Rule 2(a), Rule 2(c).

The Chair noted the Complainant's concerns the advertisement described Sodium Fluoride as "nasty" and contained health claims about toothpaste which couldn't be substantiated.

The Chair acknowledged the Advertiser made changes to the website, after receiving the complaint, removing references which were of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the 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**

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.