

COMPLAINT NUMBER	17/105
COMPLAINANT	J Endfield
ADVERTISER	Reckitt Benckiser (NZ) Limited
ADVERTISEMENT	Reckitt Benckiser (NZ) Limited Television
DATE OF MEETING	4 April 2017
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Nurofen soft chewable capsules shows a mother and daughter having fun together in an outdoor setting. The voice over informs the viewer that “Our new Nurofen for children soft chews are specially formulated as ‘on the go’ pain relief, to provide the right dose for 7-12 year olds...”

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

Complainant, J Endfield, said: The product is aimed at 7-12 year olds who have had a bump or a slight headache and looks like lollies. They are concerned that after seeing the advertisement, that their 7 year old “will start asking for these chewable capsules whenever he has a knock.” The Complainant does not think “children should be exposed to thinking that it is completely normal for ordinary children take painkillers on a regular basis.”

The relevant provisions were Therapeutic and Health Advertising Code - Guideline 2(b), Principle 1, Principle 2.

The Chair noted the Complainant’s concerns that children may be conditioned by this advertisement into thinking that pain killers are sweets, that can be taken anytime they have a slight pain.

The Chair referred to a precedent decision for this advertisement, Complaint 17/051, where the ruling was that the Advertiser is legally entitled to advertise the product and the style and content of the advertisement is a matter to be decided by the Advertiser. The advertisement is aimed at the household shopper and administering Nurofen to children would be at their discretion.

The Chair ruled the advertisement had been prepared with a high standard of social responsibility to consumers and there was no apparent breach of the Therapeutic and Health Advertising Code.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

Chair’s Ruling: Complaint **No Grounds to Proceed**