

COMPLAINT NUMBER	19/202
COMPLAINANT	M Frampton
ADVERTISER	Colgate Palmolive Pty Ltd
ADVERTISEMENT	Colgate toothpaste Television
DATE OF MEETING	5 September 2019
OUTCOME	Withdrawn

Advertisement: There are two recent Colgate television advertisements which feature brand ambassador Matilda Rice: one for Colgate Optic White- High Impact White and one for Colgate Optic White – Stainless White.

The Chair ruled the complaint was withdrawn.

Complainant, M Frampton, said: Rule 2 (b) Truthful presentation States that the advertisement must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by omission and false representation or otherwise.

It is unlikely that Matilda Rice used this product to gain such white teeth, more likely this was the result of laser whitening as with the two other people who feature in the add. While one can't prove it, one can't obviously discount this either.

It would appear that this add exaggerates how white your smile will get as no astrixed information is included to substantiate that brushing for 6 weeks twice a day will lead to this result. There is no evidence to substantiate all claims made in this advertisement that this product will make your smile 4 times brighter.

There is also no health information detailed. That the product may destroy your enamel and damage your teeth in the process of making them whiter. COLgate's own website states that not everyone is an ideal candidate for teeth whitening yet this information is not laid out in the add,

When evidence is included in an advertisement, it must be easily understood. There is a lack of evidence to support the 4 shades whiter claim and the use of a star who has had their teeth whitened by a professional is misleading.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b)

The Chair noted the Advertiser responded to the complaint and said the advertisement referred to by M Frampton was not playing at the time quoted in the complaint.

The Chair noted the Complainant was then invited by the Secretariat to provide further clarification regarding their complaint, but no such information was received.

The Chair ruled the complaint was not able to proceed and was therefore withdrawn.

Chair's Ruling: Complaint **Withdrawn**

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.