

<b>COMPLAINT NUMBER</b>	19/392
<b>COMPLAINANT</b>	D Pereira
<b>ADVERTISER</b>	Lynx, Unilever Australasia
<b>ADVERTISEMENT</b>	Television
<b>DATE OF MEETING</b>	7 October 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Lynx Xbox body spray shows a young man applying body spray before he goes out on a date. He sprays the outside of his clothing from shoulder height down to about hip level. As a result, his eyes turn bright green. When his date says: “Ready for the movie?” he replies “I was born ready”.

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

**Complainant, D Pereira, said:** Hi. I’m not very happy with these deodorant ads that promote that people spray the product all over their body and all over their clothes. This is not a healthy way to use such products as they are highly toxic (obviously these are not natural or healthy products). People have died from overusing body spray due to conditions like heart arrhythmia. In the interest of public safety, please desist from allowing such ads to air.

**The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(h);**

**Principle 1: Social Responsibility:** Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

**Rule 1 (h) Health and well-being:** Advertisements must not undermine the health and well-being of individuals.

**The Chair** noted the Complainant’s concerns the advertisement promoted an unhealthy and unsafe way to use deodorant.

The Chair noted the humorous and exaggerated nature of the advertisement, in particular the way the young man’s eyes turned an unnatural green colour after he applied the body spray in an over the top way.

The Chair said that taking into account context, medium, audience and product, the advertisement had been prepared and placed a due sense of social responsibility and did not meet the threshold to undermine the health and wellbeing of individuals. It was therefore not in breach of Principle 1 or Rule 1 (h) of the Advertising Standards Code.

The Chair ruled 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.