

COMPLAINT NUMBER	19/420
COMPLAINANT	B Cochrane
ADVERTISER	Blue Coconut
ADVERTISEMENT	Blue Coconut, Television
DATE OF MEETING	29 October 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Blue Coconut television advertisement says “Blue Coconut is a leader in the edible oil market. A premium quality Kiwi brand. Loves the heat and used to create the most delicious dishes you can dream of. To learn how Blue Coconut will improve your life, visit bluecoconut.co.nz”. The wording on the screen includes “50 ways to improve your life.”

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

Complainant, B Cochrane, said: This advert repeatedly says how good it is for your health when in fact studies have shown it is high in saturated fats (approximately 90%) which can cause heart disease.

The advert also states that this is regularly used in the Pacific Islands but doesn’t specify that it is mainly used as a moisturiser for skin and hair, not cooking.

This advert is very misleading and the use of it could cause health issues for those using it.

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

Principle 2: Truthful Presentation: Advertisements must be truthful, balanced and not misleading.

Rule 2(g) Food and Beverage Claims: Food and Beverage claims must be factual and able to be substantiated and must not be misleading.

The Chair noted the Complainant’s concern the advertisement was misleading for repeatedly saying the product was good for your health when it can cause health issues.

The Chair carefully reviewed the advertisement and said she disagreed that the advertisement claimed coconut oil was good for your health. The Chair said the claim made was that it could “improve your life.”

The Chair said this was a very broad statement and the advertisement did not make any health or therapeutic claims.

The Chair said the general statement of improving life did not necessarily mean improving health and as such the Chair said the advertisement had not met the threshold to be misleading.

The Chair ruled the advertisement was not in breach of Principle 2 or Rule 2(g) 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.