

COMPLAINT NUMBER	20/151
ADVERTISER	Absolute Essential
ADVERTISEMENT	Absolute Essential Website
DATE OF MEETING	29 April 2020
OUTCOME	Settled Advertisement amended

Advertisement: The website advertisement for 1-2-3 Sanitising Bundle on www.absoluteessential.com says in part: “ Whether you are a full household or self-isolating by yourself, we have created 3 x Sanitising and Immune Support Packs to purify your hands and home and boost your immunity over this period – giving ourselves the best opportunity to come out on the other side fit, strong and healthy.”

The Chair ruled the complaint was Settled.

Complaint: I believe that the wording of the claims in the advertisement is a breach of the Therapeutic and Health Advertising Code because I don't think they can be proven. e.g Boost your Immunity. The name 'Sanitising Bundle' and the name 'Immunity Pack'. "Supports Healthy Lungs" "...come out the other side" in reference to coming out the other side of Covid19.

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

THERAPEUTIC AND HEALTH ADVERTISING CODE

Principle 1: Social Responsibility: Therapeutic and Health advertisements shall observe a high standard of social responsibility particularly as consumers often rely on such products, devices and services for their health and wellbeing.

Principle 2: Truthful Presentation: Advertisements shall be truthful, balanced and not misleading. Advertisements shall not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust, exploit their lack of knowledge or without justifiable reason, play on fear. This includes by implication, omission, ambiguity, exaggerated or unrealistic claim or hyperbole.

Rule 2 (a) Truthful presentation: Advertisements shall be accurate. Statements and claims shall be valid and shall be able to be substantiated. Substantiation should exist prior to a claim being made. For medicines and medical devices, therapeutic claims must be consistent with the approved indication(s) (for medicines) or the listed intended purpose (for medical devices).

The Chair noted the Complainant's concerns the website advertisement made claims that are unsubstantiated.

The Advertiser, Absolute Essential, said in part; “I have consulted with TAPS and as the complaint was related to only digital content we have chosen to amend all copy immediately related to the complaint you did receive and beyond as we have no intention to upset anyone.”

The Chair acknowledged the Advertiser had amended the advertisement after receiving the complaint.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled 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 calendar days of receipt of this decision.