

COMPLAINT NUMBER	20/168
ADVERTISER	Sanofi-Aventis New Zealand
ADVERTISEMENT	Lantus, Television
DATE OF MEETING	4 May 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Family Health Diary television advertisement promotes the Sanofi-Aventis product Lantus. The advertisement shows a woman talking about her father's type 2 diabetes. She states that Lantus helps even out sugar levels for longer by topping up your insulin. She continues saying that people with diabetes do not produce enough insulin which Lantus helps with. The advertisement concludes by stating "ask your doctor if Lantus is right for you".

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

Complaint: Advert stated people with diabetes dont produce enough insulin Type 1 or Type 2. The advert relates to lantus for type 2 as type 1 produce none. This was not made clear and was a sweeping statement which is incorrect it should of stated type 2 dont produce enough insulin. Producing adverts with information which could contradict what your health care professional has told you could lead to medical problems.

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

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 concern the advertisement does not adequately define which type of diabetes the product is aimed at, which could be misleading.

The Chair carefully reviewed the advertisement and said the advertisement clearly states the father has type 2 diabetes. She said the following statement about people with diabetes not producing enough insulin was correct and needed to be considered in this context.

On a more general note, the Chair confirmed the product description for the medication was as follows:

“Prescription Lantus is a long-acting insulin used to treat adults with type 2 diabetes and adults and pediatric patients (children 6 years and older with type 1 diabetes for control of high blood sugar.”

The Chair said the advertisement also clearly states “Ask your doctor if Lantus is right for you”, as the product is a prescription medicine and not available to consumers over the counter.

The Chair said the advertisement was not in breach of Principle 1, Principle 2 or Rule 2(a) of the Therapeutic and Health Advertising 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 calendar days of receipt of this decision.