

<b>COMPLAINT NUMBER</b>	20/386
<b>ADVERTISER</b>	Green Kleen
<b>ADVERTISEMENT</b>	Green Kleen, Digital Marketing
<b>DATE OF MEETING</b>	7 September 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The price and product advertisement on 1-day.co.nz is for Green Kleen Hand Sanitiser. It shows an image of the product with text stating: "So flatten the curve with this neat 1-day merch!". Features of the product state that the product is alcohol free which is "great for sensitive skin doesn't dry hands out like alcohol based" and "kills 99.9% of germs and bacteria."

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

**Complaint:** "So flatten the curve with this neat 1-day merch!" this "flatten the curve" terminology is wording unfamiliar to almost everyone until the Covid 19 and is synonymous with this pandemic.

The advert goes on to state the product is alcohol free,

For Hand sanitiser to be effective against Covid 19 the product must contain at least 67% alcohol

Using terminology designed to associate this product with Covid 19, many consumers will be mislead into purchasing this product to protect themselves against a threat it is completely ineffective against.

At a time when people's lives are at risk, this is no time for smoke and mirrors.

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

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

**Rule 2 (b) Truthful Presentation:** Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

**The Chair** noted the Complainant's concerns the advertisement's reference to "flatten the curve" created a misleading impression about the effectiveness of the alcohol-free product against the spread of COVID-19.

The Chair noted the context of the advertisement, a 1-day sale site. The Chair took into account the advertisement clearly identified the product as alcohol free.

The Chair did not consider the consumer takeout of the reference to "flatten the curve" suggested that the product would eliminate all risk of contracting COVID-19 if they use it.

The Chair said while she appreciated the genuine concern of the Complainant, the advertisement did not meet the threshold to mislead consumers.

The Chair ruled the advertisement was not in breach of Principle 2 or Rule 2(b) 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 calendar days of receipt of this decision.