

COMPLAINT NUMBER	20/607
ADVERTISER	GlaxoSmithKline NZ Ltd
ADVERTISEMENT	Panadol Rapid, Television
DATE OF MEETING	17 October 2020
OUTCOME	No Grounds to Proceed

Advertisement: The GlaxoSmithKline television advertisement promotes Panadol Rapid which it claimed is absorbed faster than standard paracetamol for fast pain relief. The advertisement shows a man using the product to alleviate pain as he goes about his busy day and ends with the line "Together, lets rethink care".

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

Complaint: I wish to complain about advertising for 'Panadol Rapid' aired on 3 Dec 2020 at 11pm on TV1.

Panadol even in it's standard form is a dangerous drug that has taken many lives over the years-and a rapid absorption version is even more dangerous, destroying the livers of people who overdose. Often younger people thinking it's a safe drug, either taking too much as a cry for help or attention seeking. By the time help arrives-it's often too late & the damage is irreparably done to the liver. The TV advertising perpetuates and encourages casual attitudes towards this dangerous drug, showing it as safe and attractive and a normal part of everyday life. Quote; "Together let's re-think life" (Such irony)

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

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.

Rule 1 (b) Safety and effectiveness: Advertisements shall not contain any claim, statement or implication that the products, devices or services advertised:

- are safe or that their use cannot cause harm or that they have no side effects or risks.
- are effective in all cases
- are infallible, unfailing, magical, miraculous, or that it is a certain, guaranteed or sure cure
- are likely to lead persons to believe that;
 - they are suffering from a serious ailment, or
 - harmful consequences may result from the therapeutic or health product, device or service not being used.

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 (b) Inappropriate or excessive use: Advertisements shall not encourage, or be likely to encourage, inappropriate or excessive purchase or use. Advertisements for prescription medicines shall not encourage, or be likely to encourage, inappropriate or excessive prescriptions or requests for a prescription.

The Chair noted the Complainant's concern the advertisement perpetuates and encourages casual attitudes towards drug taking.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was the adult had taken some pain relief to manage pain and help him get through a busy working day. She said the Panadol box was shown throughout as a form of product placement but did not show the man overusing the product.

The Chair noted the final line in the advertisement which said, "Together let's rethink care." The Chair said the advertisement did not show an inappropriate or excessive use of the product and contained the appropriate qualifier in the advertisement stating "Always check the label. Use only as directed. Incorrect use could be harmful. Consult your healthcare professional if symptoms persist."

The Chair also noted that over-the-counter medicines are regulated under the Medicines Act 1981.

Whilst the Chair acknowledged the genuine concern of the Complainant, she said the advertisement had been prepared with the required standard of social responsibility and was not in breach of Principle 1, Principle 2, or Rules 1(b) and 2(b) of the Health and Therapeutic 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.