

<b>COMPLAINT NUMBER</b>	20/497
<b>ADVERTISER</b>	Brand Developers Ltd
<b>ADVERTISEMENT</b>	Safe & Healthy UV Light, Television
<b>DATE OF MEETING</b>	28 October 2020
<b>OUTCOME</b>	Settled – advertisement removed

**Advertisement:** The Brand Developers television advertisement promotes the Safe & Healthy UV light which claims to be proven to kill 99.9% of germs and bacteria on virtually any surface. The advertisement says “Just wave the wand and germs are gone. It shows users waving the wand over a variety of surfaces including furniture, mail, phones, computers, disposable face masks and baby bottles.

**The Chair ruled the complaint was Settled.**

**Complaint:** The Safe and Healthy UV light ad claims to be able to kill over 99% of germs on all surfaces and says you no longer need disinfectant wipes or cleaning products. It also claims to be able to sterilise baby bottles. You cannot reliably sterilise baby bottles or protect your house from bacteria and viruses by shining a light at them. If it does work, it can't be expected to sterilise everything and replace a normal cleaning routine.

My worry is that, in these times of COVID, someone will use this product in place of hygiene practices and make their family or the community sick.

**The relevant provisions were Advertising Standards Code - Principle 1, Principle 2, Rule 1(h), Rule 2(b);**

**Principle 1: Social Responsibility:** Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

**Rule 1(h) Health and well-being:** Advertisements must not undermine the health and well-being of individuals.

**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 concern the advertisement made unsubstantiated claims about the efficacy of the UV light.

The Chair accepted the complaint to go before the Complaints Board for adjudication as to whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser elected to remove the advertisement and agreed to not use it again in its current form.

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

The Chair ruled that the matter was Settled.

**Chair's Ruling:** Complaint **Settled – advertisement removed**

#### **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.