

COMPLAINT NUMBER	20/523
ADVERTISER	Upfield
ADVERTISEMENT	Flora ProActiv Television
DATE OF MEETING	19 October 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Flora ProActiv television advertisement by Upfield claims that nearly 1 in 3 Kiwis are concerned about their cholesterol. The advertisement shows an active family and the use of Flora ProActiv onto a slice of brown of bread as part of sandwich.

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

Complaint: The amount of spread on sandwich used in advertisement. Whatever spread / butter you use, this amount shown on attached picture can't be healthy for anyone. I have no issue with cholesterol lowering claims as I simply don't know.

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

ADVERTISING STANDARDS CODE

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.

The Chair noted the Complainant's concerns the amount of spread used in the advertisement was unhealthy.

The Chair noted a generous amount of Flora ProActiv was shown being applied to the bread, but considered this in itself did not meet the threshold to undermine the health and well-being of individuals. She referred to information on the Advertiser's website which stated that:

"25g (1 rounded tablespoon) is needed each day to provide 2g of plant sterols to lower cholesterol in as little as three weeks as part of a healthy lifestyle".

The Chair said that the serving shown in the advertisement was consistent with the serving size recommended by the Advertiser.

The Chair ruled the advertisement was not in breach of Principle 1 or Rule 1(h) of the Advertising Standards Code.

The Chair said 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.