

<b>COMPLAINT NUMBER</b>	20/529
<b>ADVERTISER</b>	QueenBee Pure
<b>ADVERTISEMENT</b>	QueenBee Pure Digital Marketing
<b>DATE OF MEETING</b>	30 October 2020
<b>OUTCOME</b>	Settled

**Advertisement:** The QueenBee Pure digital marketing advertisement that promotes its Manuka Honey Toothpaste which makes various health and therapeutic claims regarding its ability to protect against plaque, cavities and gum disease.

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

**Complaint:** <https://chooice.co.nz/product/manuka-honey-toothpaste-with-spearmint/>  
Other  
Online Marketplace

QueenBee Pure is making claims on the Chooice store website that go against scientific evidence. They are likely in breach of Therapeutic and Health Advertising Code, Principle 2, Rule 2 (b) Truthful presentation.

On the Chooice store (<https://chooice.co.nz/product/manuka-honey-toothpaste-with-spearmint/>) they say:

"...this natural toothpaste protects against plaque, cavities, and gum disease in growing mouths.

The product is "Free from fluoride".

They also claim that the toothpaste has "beneficial antioxidants, vitamins, minerals, enzymes, amino acids, and phytonutrients". Can QueenBee Pure show these chemicals at their doses in a small amount of toothpaste that you spit out is going to be "beneficial"?

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

**The Chair** noted the Complainant's concerns the website advertisement was making unsubstantiated therapeutic claims.

The Chair noted the amendments the Advertiser had made after receiving this complaint. Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending 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**

#### **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.