

COMPLAINT NUMBER	20/527
ADVERTISER	Essano
COMPLAINT ON BEHALF OF	Society for Science Based Healthcare
ADVERTISEMENT	Essano Digital Marketing
DATE OF MEETING	1 December 2020
OUTCOME	Settled

Advertisement: The Essano digital marketing advertisement promotes their Certified Organic Rosehip Oil. The product makes various health and therapeutic claims, some of which include improve skin firmness and elasticity, aid in natural repair and skin renewal, reduce fine lines and wrinkles, and enhance skin tone.

The Chair ruled the complaint was Settled.

Complaint: Essano is a company whose products are proudly made in New Zealand according to their website. Nice. It is difficult to find their physical address on the website. The NZ Companies register gives two addresses:

127 Montgomerie Road, Mangere, Auckland, 2022, New Zealand, and
Grant Thornton, Level 13, 80 The Terrace, Wellington, New Zealand

The evidence for any therapeutic use of essential oils from plants is considered poor, with many side effects reported. There can be skin rashes when they are used on skin.

Web MD 2018 for example reports, Haluka is among a growing number of people turning up with chemical burns, allergic reactions, respiratory issues, and other side effects from the popular fragrant plant extracts.

Discovery magazine in Feb 2020 looked at some experts comments and noted.

essential oils havent been put through rigorous FDA testing and approval like the over-the-counter drugs available at your neighborhood pharmacy. So what essential oils do for health, if anything, is still pretty murky.

Essential oils are neither medicines nor drugs because the effects have not been fully assessed yet in terms of science, says Hideki Kashiwadani, a physiology researcher at Kagoshima University in Japan, in an email to Discover.

Essano claims their rosehip and acae berry oil used directly on skin will have the effect of, banishing dry patches and even balancing oily skin and calming blemishes. Rosehip Oil is a dry oil, which makes it great for all skin types.

and as it is extremely high in Vitamins A and C. These vitamins protect the skin from free radical damage caused by lifestyle and environmental factors like smoking, excess sun exposure and pollution - all of which may lead to premature ageing and other skin concerns. So these are strong claims. There is a clear implication that as their product contains vitamins A and C, it will therefore protect skin from damage caused by smoking the sun and pollution.

I think this is a breach of Therapeutic Codes rule 2(a) that advertisements are truthful and claims shall be able to be substantiated.

Further, given they make no mention of the reported side effects it is also a breach of principle 1 as that is socially irresponsible.

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

The Advertiser provided the following response to the complaint:

Thank you for notifying us of the following complaint concerning the above advertisement and how it potentially breaches the Therapeutic and Health Advertising Code – Principle 1. Principle 2 and Rule 2(a).

We wish to **settle** the complaint, and thus, have amended the advertisement to address the issue(s) raised in the complaint. Please find below the link to the advertisement:

<https://essano.co.nz/pages/rosehip-oil>

We have updated the copy on these potential claims to avoid further mis-interpretation of the code.

Regarding the complaint directly, it is important that we clarify that Rosehip Oil is not an essential oil.

According to the International Organisation for Standardisation in their Vocabulary of Natural Materials (ISO/D1S9235.2), an essential oil is classified as:

“A product made by distillation with either water or steam or by mechanical processing of citrus rinds or by dry distillation of natural materials. Following the distillation, the essential oil is physically separated from the water phase.”

We can confirm from our suppliers that our Rosehip Oil is cold-pressed with no added chemicals during the extraction process (www.sustainablebotanicals.com/products/rosehip-seed-oil/), which classifies Rosehip Oil as a carrier oil rather than an essential oil.

Rosehip Oil also has scientific research to back up the benefits. We have attributed the claims on our website to this research, clearly stated at the bottom of the advertisement, and also attached for your reference.

Essano’s Rosehip Oil is a personal care product – we do not advertise this as medicine nor do we claim this. The context of Rosehip Oil information on our website supports our wider range of personal care products. The information in our advertisement is intended for an audience of our consumers, who we believe to have prior knowledge that we manufacture and sell personal care products. This advertisement sits on our website only.

However, we have taken on board this feedback and reviewed the copy on our advertisement and updated this based on a review that we are currently undertaking on our Rosehip range. It is not our intention to mislead or make false claims, and we clearly state the research we have sourced from.

We hope you find our supporting documents substantial and that the changes applied to our advertisement are sufficient to settle this complaint.

The Chair noted the Complainant’s concerns the advertisement made claims that were not substantiated and appeared to be misleading.

The Chair acknowledged the response from the Advertiser and the amendments made to the advertisement, after receiving the complaint.

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

The Chair ruled 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.