

COMPLAINT NUMBER	21/230
ADVERTISER	Do Terra
INFLUENCER	@eversobrittney, Instagram
DATE OF MEETING	20 May 2021
OUTCOME	Settled – Ad identification

Advertisement: The Influencer, @eversobrittney posted two Instagram posts promoting PURREFume essential oils and multipurpose sprays.

The Chair ruled the complaint was Settled.

Complaint: Brittney sells essential oil products for DoTerra in which she earns a commission on each sale. She has not indicated appropriately on this social media post that this is an advertisement. The sale of these products financially benefit her within the DoTerra MLM scheme. She also has multiple Instagram highlights (including one to "buy oils") and daily stories in which she uses oils or advertises them without appropriate transparency. This particular advertisement for this complaint was included as a caption for an Instagram reel.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(a);

The Chair noted the Complainant was concerned the advertisements had not been clearly identified as such.

The Chair accepted the complaint to go before the Complaints Board to consider 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 Influencer amended the posts to include the label 'Ad'.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of amending the advertisements, 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: Complaints **Settled -Ad identification**

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.