

<b>COMPLAINT NUMBER</b>	21/430
<b>ADVERTISER</b>	Adore Beauty
<b>ADVERTISEMENT</b>	Adore Beauty Google
<b>DATE OF MEETING</b>	13 September 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The Adore Beauty advertisement is a Google Ad snippet shown on Google search results. The snippet has the title "evo - Free Express Post - Free gift with today's orders - CODE: HAIRGOALS". The caption states "Choose your free vegan haircare gift with any order placed today."

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

**Complaint:** I viewed this ad on google on 14 August. It states free express post and a free gift with the promo code HAIRGOALS. However, when I went to purchase a product I was informed that free shipping was only for orders over \$75. This wasn't stated anywhere on the ad so I believe it is misleading.

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

**The Chair** noted the Complainant was concerned the advertisement was misleading as the offer of free post was only if you spent over \$75.

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 Advertiser immediately removed the advertisement from the market and amended the advertisement to include the minimum spend amount required to qualify for the offer within the text of the advertisement.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of 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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.