

COMPLAINT NUMBER	22/105
ADVERTISER	Sera Lilly
ADVERTISEMENT	Sera Lilly, Facebook
DATE OF MEETING	26 April 2022
OUTCOME	Settled

Advertisement: The Facebook post by Sera Lilly promotes Florrie "incredible Weight loss tea". The content shows an image of an pale overweight woman in a red one-piece swimsuit next to an image of a slim woman in a red bikini. The caption states "Love getting before & after pics like these!!!!" and explains that the results were achieved in only 7 days. The caption claims the tea "has the ability to put skin elasticity back and Remove all cellulite and stubborn unwanted tattoos!!".

The Chair ruled the Complaint was Settled.

Complaint: Sera Lilly shared a post about her weight loss tea with before and after images. She wrote: "We have created the most incredible Weight loss tea! Do you want results like this before and after in only 7days!! No special diet or exercise needed to achieve these results" This is misleading. The transformation was pretty extreme and it influenced me - someone trying to lose weight - to purchase the product. Today I learned that it was an April Fools post, however she was still selling her own weight loss product with misleading / false claims and it was clearly labelled #AD. I bought the product as I'm trying to lose weight and I feel ripped off today, with others who have commented on the post feeling a little upset or disappointed. Her response is 'Since when did April Fools only last till midday?' Very unhappy and feeling stupid.

Complaint 2: Posted on April fools, however pushing her weightloss tea with false claims (drastic weightloss in 7 day, the tea will tan you etc) also directed people to the website to purchase. Very harmful

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b); Therapeutic and Health Advertising Code - Principle 1, Principle 2, Rule 1(c), Rule 2(a)

The Chair noted the Complainant was concerned that the advertisement promoted a tea which showed unrealistic weight loss results

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 and Media have the option of amending or removing advertising to comply with the Advertising Codes. The Chair acknowledged the Advertiser had amended the advertisement to include the wording "Edit: it's clearly an April fool's Joke!! Hahaha". The Chair said the inclusion that wording made it clear the post was an April Fool's joke.

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 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.