

COMPLAINT NUMBER	17/185
COMPLAINANT	D Ryan
ADVERTISER	Johnson & Johnson (New Zealand) Limited
ADVERTISEMENT	Johnson & Johnson (New Zealand) Limited, Digital Marketing
DATE OF MEETING	21 July 2017
OUTCOME	Settled

Advertisement: The Johnson & Johnson BAND-AID website, www.band-aid.co.nz shows images of product packaging which contain the statements "heals cuts twice as fast" and "Heals the hurt faster"

The Chair ruled the complaint was Settled.

Complainant, D Ryan, said: BAND-AID breaks Rule 2(a) of the Therapeutic and Health Advertising Code.

On their product advertising they quote "Heals cuts twice as fast" on these pages:

On their product advertising they quote "Heals the hurt faster"

There is no evidence to show these claims and BAND-AID refuses to release their studies for their claims.

<http://www.theage.com.au/national/health/bandaid-promotions-to-be-ripped-off-the-shelf-after-complaints-about-healing-claims-20170413-gvk985.html>

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

The Chair note the Complainant's concern that the Advertiser is making unsubstantiated claims about the healing properties of their product.

The Chair acknowledged the Advertiser's response to the complaint confirming it had made changes to the website voluntarily and without admission, removing packaging images containing statements which were of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the website, 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**