

COMPLAINT NUMBER	19/171
COMPLAINANT	J Turner
ADVERTISER	Caci NZ
ADVERTISEMENT	Caci NZ Out of Home
DATE OF MEETING	11 July 2019
OUTCOME	Settled

Advertisement: There were two advertisements for the Caci Clinic in Ponsonby Auckland. The sandwich board located on the street outside the clinic and the signage on the clinic window. Both advertisements included the text “New Zealand’s skin and appearance experts :.. Botox and Dermal Filler...”.

The Chair ruled the complaint was Settled.

Complainant, J Turner, said: The Executive Committee of the New Zealand Society of Cosmetic Medicine believe the two advertising billboards are in breach of the Advertising Standards Authority Therapeutic and Health Advertising Code on the following point:

1. There is no mandatory warning statement about side effects for Botox.

The 2 billboards are located at the Caci Clinic, 342 Ponsonby Rd, Auckland 1011. The photographs were taken 24th April 2019.

The relevant provisions were Therapeutic and Health Advertising Code - Principle 1, Principle 2.

The Chair noted the Advertiser amended both advertisements to remove all references to Botox.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in 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: 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 days of receipt of this decision.