

<b>COMPLAINT NUMBER</b>	19/250
<b>AWAP NUMBER</b>	19/001
<b>COMPLAINANT</b>	Skin Institute Limited
<b>ADVERTISER</b>	Laser Clinic New Zealand Limited
<b>ADVERTISEMENTS</b>	Laser Clinic New Zealand Facebook
<b>DATE OF MEETING</b>	2 August 2019
<b>OUTCOME</b>	Settled

**Advertisements:** Four Facebook posts for Laser Clinic New Zealand Limited introduced its staff and promoted treatments available at the clinics.

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

**Complainant, J Ryan, on behalf of Skin Institute Limited** considered statements in the posts were misleading.

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

**The Chair** ruled to deal with the matter by “adjudication with attendance of the parties” as a competitor complaint, pursuant to Rule 3 of the Complaints Procedures of the Advertising Standards Complaints Board.

The Chair noted the response from the Advertiser advising they have deleted the four posts that are the subject of this complaint.

The Chair noted that after receiving this response from the Advertiser, the Complainant agreed to Settle the complaint.

Accordingly, the Chair ruled the complaint was settled in accordance with the principles of self-regulation.

**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 via email or letter within 14 days of receipt of this decision.