

COMPLAINT NUMBER	20/185
ADVERTISER	Reckitt Benckiser (NZ) Limited
ADVERTISEMENT	Nurofen website
DATE OF MEETING	11 May 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Nurofen website advertisement for Nuromol tablets said “Nuromol tablets combine the power of two active ingredients – ibuprofen and paracetamol in one tablet providing superior pain relief vs two tablets of regular paracetamol, for up to 8 hours.”

The Chair ruled there were no grounds for the complaint to proceed.

Complaint: Nuromol is just paracetamol 500mg plus ibuprofen 200mg. No different to taking 1g regular paracetamol and a separate 400mg of regular ibuprofen. The claim that Nuromol is superior to taking two tablets of paracetamol is absolute rubbish. For one it is not comparing like with like. Second of course it can last up to eight hours when you add ibuprofen which you normally take every eight hours anyway. Fully misleading the public and taking advantage of those with poor health literacy/vulnerable population (Maori and Pacific and low SES have the poorest health literacy in NZ). You could spend \$2 on a pack of 20 generic paracetamol and \$2.50 on a pack of generic ibuprofen. Yet Nuromol charges \$10 for a pack of 12.

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

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Principle 2: Truthful Presentation: Advertisements must be truthful, balanced and not misleading.

Rule 2 (b) Truthful Presentation: Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

The Chair noted that the two active ingredients of Nuromol have different properties which when combined do provide pain relief for up to eight hours.

The Chair said while she acknowledged the Complainant’s concerns about the greater vulnerability of those with poor health literacy, the information provided in this advertisement is not inaccurate.

The Chair said the advertisement was not likely to mislead or deceive consumers and was not in breach of Principle 1, Principle 2 or Rule 2(b) of the Advertising Standards Code.

The Chair ruled there were no grounds for the complaint to proceed.

Chair's Ruling: Complaint No Grounds to Proceed**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 calendar days of receipt of this decision.