

<b>COMPLAINT NUMBER</b>	20/160
<b>ADVERTISER</b>	BLIS Technologies
<b>ADVERTISEMENT</b>	BLIS Technologies Television
<b>DATE OF MEETING</b>	15 May 2020
<b>OUTCOME</b>	Settled

**Advertisement:** The BLIS Probiotics television advertisement promotes their DailyDefence with BLIS K12 probiotics. The advertisement asks "are you getting ready to leave your bubble?" then states that K12 populates the mouth with good bacteria and leaves no room for bad bacteria. The advertisement shows children, parents and teens 'preparing' to leave their bubble. The advertisement ends showing the product alongside a web address of where to purchase the product while also stating it can be brought from pharmacies too.

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

**Complaint:** The ad in question linked the end of Level 4 Quarantine with the need to take their probiotic oral health supplement. It uses the terms like before you break your bubble protect yourself with their product. The implication was absolutely clear that their product would protect you from Covid19. This is not true and dangerous to the public.

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

**The Chair** noted the Complainant's concern the advertisement was misleading.

The Chair noted the Advertiser had removed the advertisement after receiving this complaint and advised it will not be used again.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.