

COMPLAINT NUMBER	19/355
ADVERTISER	AT One
ADVERTISEMENT	AT One Out of Home
DATE OF MEETING	20 May 2020
OUTCOME	Settled

Advertisement: The indoor banner advertisement for AT One cleansing sponge had the following text: “A 100% natural cleansing sponge – Proven to eliminate blackheads, acne, blemishes, dark spots, eczema, psoriasis, rosacea...”

The Chair ruled the complaint was Settled.

Complaint: The posters used by At One (<https://at1konjac sponge.com/>) at the Go Green Expo make strong therapeutic claims about their sponge: "Proven to Eliminate... Blackheads, acne, blemishes, dark spots, eczema, psoriasis, rosacea" These claims are unsupported by evidence, and are therefore in breach of the ASA's Therapeutic and Health Advertising Code Rule 2(a) about truthful presentation - the claims are not accurate, and have not been substantiated by evidence. The claims also breach Principle 2 of the code, as they are likely to mislead, deceive or confuse consumers.

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

The Chair noted the Complainant's concerns the advertisement made therapeutic claims which had not been substantiated.

The Chair acknowledged that since receiving the complaint the Advertiser had decided to make new advertising banners using the new logo and removing references which were of concern. Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.