

COMPLAINT NUMBER	20/230
ADVERTISER	Tristar Products
ADVERTISEMENT	Tristar Products Television
DATE OF MEETING	15 June 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Tristar Products television advertisement for the Copper Wear Facemask describes the features of the mask as "Reusable - Machine washable - With the properties of copper". The advertisement also says the masks are "Available now" and "Comfortable to wear all day long".

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

Complaint: Advert targets Covid 19 fears. It tells people that it is safe to wear the copper mask all day including around the house. We are told in NZ that masks will not prevent Covid 19 and medical experts tell us that masks have to be changed regularly anyway. This advert plays on people's fears and targets the vulnerable.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(g), Rule 1(h);

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

Rule 1(g) Fear and distress: Advertisements must not cause fear or distress without justification.

Rule 1(h) Health and well-being: Advertisements must not undermine the health and well-being of individuals.

The Chair noted the Complainant's concerns the advertisement plays on people's fears and targets vulnerable consumers.

The Chair noted the Copper Wear Mask was being promoted in the context of the COVID-19 global pandemic, and the pandemic has resulted in widespread fear across the world. The Chair said while the advertisement describes the properties of the Copper Wear Mask, it does not state or imply that wearing the mask will prevent the spread of COVID-19 or that consumers who do not wear the mask will be at risk.

The Chair said the Advertiser is allowed to advertise this product and the advertisement did not reach the threshold to cause fear or distress or undermine the health and well-being of individuals.

The Chair said the advertisement was not in breach of Principle 1 or Rule 1(h) 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.