

COMPLAINT NUMBER	20/253
ADVERTISER	Colgate Palmolive Pty Ltd
ADVERTISEMENT	Colgate Total, Television
DATE OF MEETING	29 June 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Colgate television advertisement promotes Colgate Total toothpaste. The advertisement shows a father and daughter brushing their teeth together in a bathroom. The next scene shows the father reading aloud to his child's class in a school setting. During the story-telling he roars along with the children, showing their teeth in the process.

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

Complaint: There is an image of a young child being read to, with artificial white teeth, which is an unrealistic expectation to expose children to.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b);

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 the Complainant's concern the advertisement was misleading as the child's teeth appeared to be artificially white .

The Chair carefully reviewed the advertisement and said the scene which shows the actors brushing their teeth with toothpaste was the only one which in her opinion, shows any teeth which appeared whiter than normal healthy teeth. The Chair said the presence of toothpaste would explain why the teeth in this scene look whiter.

The Chair noted the advertisement is not making any claim in relation to teeth whitening and does not contain anything likely to mislead or deceive consumers.

The Chair said the advertisement was not in breach of Principle 2 or Rule 2(b) of the Advertising Standards Code.

The Chair said 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.