

COMPLAINT NUMBER	20/308
ADVERTISER	Reckitt Benckiser (NZ) Limited
ADVERTISEMENT	Airwick Botanica, Television
DATE OF MEETING	27 July 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Reckitt Benckiser television advertisement promotes their new Airwick Botanica fragrances. The advertisement says the best fragrances in the world are made by nature and the new Airwick Botanica range is infused with natural ingredients that are responsibly sourced.

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

Complaint: This ad pretends to be promoting an all natural product but it contains minimal natural fragrance in a highly chemical base.

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 to claim it is an all-natural product when it has a chemical base.

The Chair carefully reviewed the advertisement and said the Advertiser did not claim its product was made from all natural ingredients. The Chair said the wording in the advertisement was that the fragrances are "infused with natural ingredients" which means it was only necessary for the product to contain an element of natural fragrance within its composition. The Chair said the likely consumer takeout of the advertisement, would not be that the Botanica range was a completely natural product, taking into account the premium this usually added to product pricing.

The Chair said the advertisement was not likely to mislead or deceive consumers and was not in breach of 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.