

COMPLAINT NUMBER	20/287
ADVERTISER	Plant Culture
ADVERTISEMENT	Plant Culture Digital Marketing
DATE OF MEETING	28 September 2020
OUTCOME	Settled

Advertisement: The Plant Culture Youtube advertisement promotes their Organic Hemp Seed Oil. The advertisement has the founder of Plant Culture talking about the benefits of the Hemp Seed Oil and explaining why it may help customers. He states that "66% of people are passing away from chronic inflammatory diseases" and that the organic hemp seed oil they sell is anti-inflammatory.

The Chair ruled the complaint was Settled.

Complaint: This ad by Plant Culture played before a video on you tube.

The presenter of the ad starts by saying "66% of people are passing away from chronic inflammatory diseases and this product we are making down here in New Zealand. organic hemp seed oil is anti-inflammatory"

The words ANTI-inflammatory are written on the screen to emphasise what the presenter has just said.

My objection is that the ad is implying that their product is a cure for chronic inflammatory disease, it can help a person not be part of the 66% of people who die from the condition. It could stop you from dying.

I clicked on the company name on the ad and was taken to this page

<https://www.plantculture.nz/products/hemp-seed-oil-200ml-new-zealand-grown>

The page asks if you are ready to get un-inflamed? I also quote "...hemp seed ensures the purity of your food as functional medicine. Food as medicine"

This might be an over reach by me - in the offer section, they say "opportunity to treat someone dear to your heart". Treat could mean give as gift, however I argue when looking at the whole context "treat" could imply medical treatment, as the Company claims to have the anti-dote, the medical to cure a condition which kills 66% of the people inflicted.

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

The Chair noted the Complainant's concerns the advertisement was misleading.

The Chair noted the Advertiser removed the website content that was the subject of this complaint. 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 – advertisement removed**

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.