

<b>COMPLAINT NUMBER</b>	21/035
<b>ADVERTISER</b>	TrueFit Posture Corrector
<b>ADVERTISEMENT</b>	Digital Marketing
<b>DATE OF MEETING</b>	11 February 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The True Fit digital marketing advertisement promoted their TrueFit Posture Corrector. The advertisement showed two photos of a woman, one where she has an extremely curved back and another where she is standing in an upright position. The advertisement had the text "80 Year Old Fixes Bad Posture" followed by "Grandma fixes poor posture and back pain with simple trick."

**The Chair ruled the complaint was Settled.**

**Complaint:** With the actual curvature of her back this is not a Quick Easy Fix with a simple product. Its misleading and would cause pens a product that will not work.

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

**The Chair** noted the Complainant's concerns the advertisement made claims that were not substantiated and appeared to be misleading.

The Chair acknowledged the Media had removed the advertisement after receiving the complaint.

Given the Media's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.