

COMPLAINT NUMBER	21/041
ADVERTISER	Aquaman NZ
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	12 February 2021
OUTCOME	Settled – advertisement removed

Advertisement: The Aquaman NZ Ltd Facebook advertisement says "Alkaline water has smaller molecular content making it easier for the body to absorb. The body can be hydrated more effectively by drinking alkaline water instead of everyday water."

The Chair ruled the complaint was Settled.

Complaint: How does water have a "smaller molecular content" This is meant to deceive and mislead at best at worst it is a plain lie!!

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

The Chair noted the Complainant's concern the advertisement is making unsubstantiated therapeutic claims which could be misleading.

The Chair accepted the complaint to go before the Complaints Board for adjudication as to whether the advertising breached the Therapeutic and Health Advertising Code. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

The Advertiser removed the advertisement. Given 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.