

COMPLAINT NUMBER	21/082
ADVERTISER	Chemcare
ADVERTISEMENT	Chemcare advertisement on Neighbourly website
DATE OF MEETING	4 March 2021
OUTCOME	Settled

Advertisement: The Chemcare advertisement on the Neighbourly website encourages consumers to remove asbestos from their homes. The advertisement says "Are you aware that asbestos lurking in your roofing, ceiling, cladding, floors, or fences can be hazardous to your health? It then refers to people dying as a result of being exposed to asbestos in the home.

The Chair ruled the complaint was Settled.

Complaint:

https://www.neighbourly.co.nz/message/view/66413280?utm_medium=email&utm_source=transactional&utm_campaign=breaking-news-email

I wish to complain about the attached advert which popped up in my local Neighbourly online feed. Whilst it is true that asbestos is dangerous, they crucially missed out "if disturbed". I feel that this advert is misleading and deliberately sets out to make people fearful. I do not think this is fair.

The relevant provisions were Advertising Standards Code - Principle 1, Principle 2, Rule 1(f), Rule 2(b);

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

The Chair acknowledged the Advertiser had made changes to the website, after receiving the complaint, amending wording which was of concern.

Given the Advertiser's cooperative engagement with the process and the self-regulatory action taken in amending 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 **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.