

COMPLAINT NUMBER	21/138
ADVERTISER	Harmony Baby
ADVERTISEMENT	Harmony Baby Facebook
DATE OF MEETING	1 April 2021
OUTCOME	Settled

Advertisement: The Harmony Baby Facebook advertisement had a photo of two breast pumps and the text: "#1 NZ Cordless breast Pump".

The Chair ruled the complaint was Settled.

Complaint: I believe that the social media advert doing the rounds at present with "#1 NZ CORDLESS BREAST PUMP" at the top of the picture is misleading. Under rule 2 (b),, advertisements must not mislead or be likely to mislead, deceive or confuse consumers, or exploit their lack of knowledge. I don't think some testimonies on their website substantiates such a claim.

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

The Chair noted the Complainant's concerns the advertisement made a claim that appeared to be misleading.

The Chair acknowledged the Advertiser had removed the advertisement and confirmed they will not use the words "#1 NZ breastpump" in future advertisements.

Given the Advertiser'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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.