

COMPLAINT NUMBER	21/153
INFLUENCER	@nutritionbyginarose
ADVERTISEMENT	Instagram
DATE OF MEETING	29 April 2021
OUTCOME	Settled-Ad identification

Advertisement: Influencer @nutritionbyginarose posted an Instagram story giving her experience of Two Islands milk maker product. The advertisement included the text “I’ve used it and noticed a huge improvement in supply!! I’m currently writing a blog post for @twoislandsco on this topic”. The Influencer included the affiliate code “Gina10”.

The Chair ruled the complaint was Settled.

Complaint: Advertising of the Two Islands products 'Milk Maker' by nutritionist Gina Urlich (Gina Rose) with clear bias to the clinical advice she is giving a mother, with a discount code shared and no 'ad' disclosed. This is biased and potentially dangerous if not apparent that it is an advertisement. Seen on her Instagram stories 15 March 2021 at 7:30pm

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

The Chair noted the Complainant was concerned the advertisement had not been clearly identified as such.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser apologised for the error made on the Instagram story which is no longer active. The Advertiser confirmed she understood the rules for identifying advertisements and expressed her commitment to labelling future posts.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action to label future advertisements, 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 – Ad identification**

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.