

COMPLAINT NUMBER	21/088
ADVERTISER	Arbonne NZ
INFLUENCER	@danellekendrick_, Instagram
DATE OF MEETING	10 May 2021
OUTCOME	Settled – Ad identification

Advertisement: Influencer Danelle Kendrick has posted multiple stories to her personal Instagram page promoting Arbonne healthcare products such as protein shakes and fizz vitamin products.

The Chair ruled the complaint was Settled.

Complaint: Danelle sells Arbonne products. She regularly posts adverts and encourages people to make purchases with no disclosure that she is making money off this. I have never seen her post or any similar disclosure.

I have several screenshots over the past couple of months of this.

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

The Chair noted the Complainant was concerned the advertisements 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Upon receipt of the complaint, the Influencer noted that the stories subject to the complaint were no longer active. She acknowledged she was an active Arbonne consultant at the time of posting the stories and these advertisements should have been labelled 'Ad'.

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: Complaints **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.