

<b>COMPLAINT NUMBER</b>	21/321
<b>ADVERTISER</b>	NZ Hempress
<b>ADVERTISEMENT</b>	NZ Hempress Website
<b>DATE OF MEETING</b>	8 July 2021
<b>OUTCOME</b>	Settled

**Advertisement:** This digital marketing/website advertisement for NZ Hempress promotes the ingredients and benefits/uses for their brand of Hemp Oil. The benefits/ingredients they have listed include: "Contains gamma-linolenic acid for stronger immunity,Polyunsaturated fats that may help balance the skin,Omega 3's to support brain health and inner strength,May help in the management of premenstrual symptoms (PMS), Optimal ratio of omega's 3, 6, and 9 and Vitamins, minerals and antioxidants for good health"

**The Chair ruled the Complaint was Settled.**

**Complaint:** Hempress NZ are advertising hemp oil which implies full plant (they even mention the difference between hemp oil and hemp seed oil on their website so they know the difference) as opposed to what it actually is - hemp seed oil. They are purposely being misleading and preying on vulnerable sick people. They are selling 50ml of hemp seed oil at \$170+ when you can buy 1 litre for less than \$40 and NZ grown for less than \$70. A lot of people buying are unaware they are only buying hemp seed oil. On Instagram they are claiming it cures epilepsy but there is no evidence hemp seed oil does this. They are very anti cannabis and anti CBD and are specifically targeting people who actually need cannabis and CBD for very real health problems

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

**The Chair** noted the Complainant was concerned the advertisement was making misleading claims with regards to claims in the advertisement regarding Hemp Seed Oil.

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 amended the advertisement.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of 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 **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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.