

COMPLAINT NUMBER	21/361
ADVERTISER	GO Healthy New Zealand Ltd
ADVERTISEMENT	Go Healthy Television
DATE OF MEETING	3 August 2021
OUTCOME	Settled

Advertisement: The Go Healthy television advertisement promotes the Go Vir-Defence capsules, showing a woman suffering symptoms of a sore throat. The woman takes Go Vir-Defence and is able to continue with her day - unloading washing, taking children to school and going to work.

The Chair ruled the Complaint was Settled.

Complaint: I am complaint about the following ad because it encourages or condones dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety. The advertisement was on Chanel 3+ at 7:52pm on Wednesday the 29th of June. It was advertising viralx. It depicted a woman dressed in office clothing coughing as she took the medicine, while strapping her children into car seats and heading off to work. This goes against government guidelines for nz citizens to follow during a world wide pandemic. Thank you for your consideration of this important matter

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(e), Therapeutic and Health Advertising Code - Principle 1

The Chair noted the Complainant was concerned the advertisement was socially irresponsible because it encouraged an unsafe practice or portrayed a situation which encouraged or condoned a disregard for safety.

The Chair noted the Advertiser had removed the advertisement after receiving this complaint and advised it will not be used again.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing 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- Advertisement removed**

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.