

COMPLAINT NUMBER	21/356
ADVERTISER	The Baby Fleece
ADVERTISEMENT	The Baby Fleece Website
DATE OF MEETING	11 August 2021
OUTCOME	Settled

Advertisement: The thebabyfleece.com website advertises "The Baby Fleece" product. The product is a fleece swaddle made of cashmere, poly-fill fibre and cotton, with a hood, legs, and a wrap around the middle. A baby is shown wearing the product lying down.

The Chair ruled the Complaint was Settled.

Complaint: This item does not follow the SafeSleep guidelines that are from the Ministry of Health in NZ. The product is not all natural fibre, so the baby can overheat. The product is up over the baby's head, and a baby shouldn't sleep with its head covered. The product wraps around the baby's hips, which should be left loose for correct hip development.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(e);

The Chair noted the Complainant was concerned the advertisement showed an unsafe sleeping swaddle for babies because the product contradicts the "Safe Sleep" Guidelines issued by the Ministry of Health.

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 removed 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- 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.