

COMPLAINT NUMBER	21/518
ADVERTISER	SlimFit
ADVERTISEMENT	SlimFit Television
DATE OF MEETING	22 November 2021
OUTCOME	No Grounds to Proceed

Advertisement: The SlimFit television advertisement shows a woman in black and white, looking sad and eating a plate of salad. The advertisement then shows the SlimFit product range sitting on a kitchen bench. The voiceover explains the SlimFit Calorie Reducer and the SlimFit Appetite Reducer while text and a diagram of the stomach is shown on screen. The advertisement ends with the woman in colour, appearing happy and eating the salad and a potato. The voiceover concludes that the SlimFit products "can help you lose those extra kilos".

The Chair ruled there were no grounds for the complaint to proceed.

Complaint: The advert for slimfit is damaging for any young adult with food or eating disorders. It should not be broadcast on tv when it could harm many adults to use the product. It is too influential for young people to see.

This should not be shown at such an early time in the evening

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

Principle 1: Social Responsibility: Therapeutic and Health advertisements shall observe a high standard of social responsibility particularly as consumers often rely on such products, devices and services for their health and wellbeing.

Rule 1(c) Vulnerable audiences: Advertisements should not portray unrealistic outcomes or prey on or misrepresent vulnerable audiences (e.g. sick, elderly, pregnant women, overweight people).

The Chair noted the Complainant was concerned that the advertisement could be harmful to vulnerable audiences such as people with eating disorders and young people.

The Chair reviewed the advertisement and said the likely consumer take-out was it promoted several Slim Fit products to those interested in assistance with weight management.

Rule 1(c) of the Therapeutic Code required the Chair to consider if the advertisement was targeting vulnerable audiences. While acknowledging the Complainant's concerns, the Chair said the advertisement did not specifically target vulnerable audiences in either its content or placement. The actor shown was an adult and the 8.54 pm timeslot meant the advertisement was targeted at adults as it was after the 8.30 pm watershed.

The Chair said the advertisement did not meet the threshold to breach Principle 1 or Rule 1(c) of the Therapeutic and Health Advertising Code.

The Chair ruled there were no grounds for the complaint to proceed.

Chair's Ruling: Complaint **No Grounds to Proceed.**

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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.