

<b>COMPLAINT NUMBER</b>	21/569
<b>ADVERTISER</b>	Vitality NZ
<b>ADVERTISEMENT</b>	Vitality NZ Facebook
<b>DATE OF MEETING</b>	8 February 2022
<b>OUTCOME</b>	Settled

**Advertisement:** The complaint relates to two posts on Facebook by the Vitality NZ account (@VitalityHealthWellnessHappiness).

The post on 25 November 2021 begins by stating that, "Given the current spread of COVID in and around our community, we have been having an influx of enquiries as to how we can boost and support our immune systems." They recommend three products, Protandium which "increases glutathione production by 300%", Daily Wellness which includes "vitamins and minerals that are already recognized as great preventers and/or treatment for covid with their immune boosting qualities", and Probiotics. The accompanying images show each product and with text to highlight their benefit for immune support.

The post on 1 December 2021 promotes a "last chance special" on two products, Daily Wellness and Protandium NF2 Synergizer. The post highlights the benefits of both products, specifically that the Daily Wellness includes Vitamin C, Vitamin D, and Zinc, which are "all recognized as great support to prevent or treat C-19". The accompanying images show each product and contain text to highlight their health benefits.

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

**Complaint:** Unsubstantiated claims that products prevent and are a treatment for COVID 19

**The relevant provisions were Therapeutic and Health Advertising Code - Principle 1, Principle 2, Rule 2(a)**

**The Chair** noted the Complainant was concerned the advertisement made claims that were not substantiated and appeared to be misleading.

The Chair acknowledged the Advertiser had removed one advertisement after receiving the complaint and amended the other to comply.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing and amending the advertisements, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled 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 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.