

<b>COMPLAINT NUMBER</b>	22/018
<b>ADVERTISER</b>	NZ Scales
<b>ADVERTISEMENT</b>	NZ Scales Website
<b>DATE OF MEETING</b>	22 February 2022
<b>OUTCOME</b>	Settled

**Advertisement:** The "About Us" section on the NZ Scales website home-page states, "We know how a single gram can spell the difference between a great experience and failure. You can either fly or get hung out to dry with too much or too little. That's why we only provide the most advanced digital portable weighing scales in the market today. We're the weigh to achieve perfection!".

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

**Complaint:** While searching for jewelry scales I came across this ad by NZScales.co.nz. No contact details are available thru the ad. My concern is the blog under the heading "ABOUT US" It is clearly promoting the use of drugs and no other information about the company is provided.

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

**The Chair** noted the Complainant was concerned the advertisement was promoting drug use by the language used in the advertisement.

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 confirmed it had amended the advertisement by removing the language that had been complained about.

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 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.