

COMPLAINT NUMBER	22/163
ADVERTISER	Honey Vet Ltd
ADVERTISEMENT	Honey Vet Website
DATE OF MEETING	5 July 2022
OUTCOME	Settled

Advertisement: The complaint relates to two digital marketing advertisements on the HoneyVet website.

Advertisement 1: The product page for the HoneyVet Complete Care Routine shows images of the product, which includes a Nourishing Shampoo, Calming Conditioner, Soothing Skin Spray and Refreshing Oral Spray. The product description highlights a list of benefits: "Reduces Inflammation", "Soothes Irritated Skin", "Hydrates Coat and Adds Natural Shine", "Fights Smelly Breath", "Uplifts Mood & Mental Wellness". The page also contains testimonials, blurbs on three ingredients, "from Nature (Not from a Lab)", and FAQs.

Advertisement 2: The product page for the HoneyVet Soothing Skin Spray shows an image of the product and highlights a list of benefits, "Reduces Inflammation", "Soothes Irritated Skin", "Heals Damaged Areas", "Made with Natural Ingredients" and "Uplifts Mood & Mental Wellness". The page refers to "the healing powers of Kānuka Honey and Kawakawa Extract", contains testimonials, blurbs on three ingredients, "from Nature (Not from a Lab)", and FAQs.

The Chair ruled the Complaint was Settled.

Complaint: The attached advertisement makes a series of claims relating to improving pet health. I just wanted to check the advertiser holds evidence to substantiate all claims in this advertisement, as per Rule 2(b) of the Advertising Standards Code.

Specific claims from the advertisement include that the product(s) will do the following: Reduces Inflammation; Soothes Irritated Skin; Hydrates Coat and Adds Natural Shine; Fights Smelly Breath; Uplifts Mood & Mental Wellness; Cleans, Heals & Repairs, Naturally; Heals Damaged Skin; Safe for all pets; Is this safe for human use? It certainly is!;

On this page: <https://honeyvet.co.nz/collections/skin-oral-care/products/soothing-skin-spray>
The anti-microbial qualities from the Kawakawa will help to fight infection.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b);

The Chair noted the Complainant was concerned the advertisement was making unsubstantiated claims.

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 to not include the wording in the complaint.

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. 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.