



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0504/11
2	Advertiser	Reckitt Benckiser (Aust) Pty Ltd
3	Product	House goods/services
4	Type of Advertisement / media	Outdoor
5	Date of Determination	18/01/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

Image of a toddler holding a brown pot and a red plastic spoon and covered in what appears to be chocolate. The text at the top reads, "The first choice for first-time stains." and the text underneath reads, "Trust pink. Forget stains" and there is a picture of a bottle of Vanish Napisan.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Inappropriate connection between stain removal and baby's food. A young child or non-English speaker or illiterate person could use the image portrayed to conclude that Vanish is suitable to eat or indeed feed an infant. Clearly this would seriously endanger health and life if ingested.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Thank you for bringing to our attention your client's complaint regarding our Vanish Napisan OxiAction product.

The advertisement for this product depicts a young child eating brown coloured food from a dark brown cardboard cup with a white rim. The visual shows that the child has spilt a lot of the food on her clothing. Whilst the food container is not visually labeled, the food appears to be a chocolate type of desert; yoghurt or something similar.

The visual is used in our advertisement to suggest that the Vanish product is the ideal product to use to remove such a stain. Our product comes in the pink container depicted in the advertisement and appearing at the bottom of the visual, separate to the frame in which the child appears. The words on our advertisement say "Trust pink. Forget stains".

On the front label of the product in the top left corner we say in large letters "CAUTION" followed by the words "KEEP OUT OF THE REACH OF CHILDREN".

Under safety directions on the same label we say "KEEP CONCENTRATED POWDER AND SOAKING SOLUTION OUT OF THE REACH OF CHILDREN".

As suggested by the above labeling, consumers and particularly parents should ensure that the product is stored securely and of the reach of children. There is no reference in our advertisement encouraging children to eat the product. Being a white powder with blue specks though it, the product looks nothing like the brown food the child is eating.

Reckitt Benckiser takes great care to ensure that our labeling is responsible and concise. Our products clearly state how they should be used and stored. From our perspective, we strongly recommend consumers follow our instructions when using any product. The safe use of all products remains paramount for Reckitt Benckiser.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted the complainant's concern that the advertisement could imply that Vanish is safe to eat and this is dangerous.

The Board reviewed the advertisement and noted the advertiser's response.

The Board considered whether the advertisement was in breach of Section 2.6 of the Code. Section 2.6 of the Code states: "Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety".

The Board noted that the advertisement features a baby eating a chocolate yoghurt style dessert and a picture of a tub of Vanish Napisan Oxi Action in the foreground.

The Board considered that the most likely interpretation of the advertisement is that Vanish can remove stains caused by babies eating food messily, an interpretation backed up by the tagline of "The first choice for first-time stains". The Board noted the complainant's concerns that someone with poor English skills may not understand this, however the Board considered that as the product is displayed in the washing aisle of supermarkets it would be

unlikely to be purchased by any person on the basis that it was a food. it is unlikely that a consumer would buy this product believing it to be a food.

Based on the above, the Board determined that the advertisement did not depict material contrary to prevailing community standards on health and safety and did not breach Section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.