ADVERTISING STANDARDS BUREAU

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Case Report

1	**Case Number**	**0202/12**
2	**Advertiser**	**Sanofi Aventis**
3	**Product**	**Health Products**
4	**Type of Advertisement / media**	**TV**
5	**Date of Determination**	**13/06/2012**
6	**DETERMINATION**	**Dismissed**

ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards
2.3 - Violence Cruelty to animals

DESCRIPTION OF THE ADVERTISEMENT

The Cenovis Multi-vitamin advertisement depicts a busy, multi-tasking Mum having to manage multiple tasks at once to keep on top of life, the kids and the household. In one scene we see her reading a magazine whilst using an exercise bike and holding the lead of her dog which is running on a treadmill behind her.

THE COMPLAINT

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

This is very unsafe for the dog and potentially encourages people to try it at home.

THE ADVERTISER'S RESPONSE

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

The complaint as detailed on your attachment to the Complain Advices specifically states in: Ad Description: "The advert shows a dog being walked on a treadmill, tied to the treadmill

by its lead" The 'Reason for Concern' "This is very unsafe for the dog and potentially encourages people to try it at home".
This assumption is incorrect. As the video reveals, the lead is being held by the pet owner. It is not tied to the treadmill. The video also shows the dog appears comfortable, is walking at a sensible pace that it can keep up with, is under a lead which is held by the pet owner and the dog is safe and supervised. The dog is quite able to jump off the treadmill. The pet owner is supervising the activity and the dog is at no risk.
In addition, the use of a treadmill to exercise a dog and for other beneficial therapeutic reasons is totally acceptable to the veterinary profession including animal physiotherapists. Evidence detailed below illustrates that treadmill exercise is an accepted form of exercise, rehabilitation and gait analysis for canine patients. We would of course be pleased to provide a veterinary physiotherapist to discuss the benefits of treadmill exercise for canine patients, should this be required.
http://www.fitfurlife-australia.com/
Can Vet J. 2011 May;52(5):491-6.
Incorporation of exercise, using an underwater treadmill, and active client education into a weight management program for obese dogs.
Chauvet A, Laclair J, Elliott DA, German AJ.
Source
Veterinary Neuro Services, 3900 Clark Road, Building M, Unit 4, Sarasota, Florida, USA.
Abstract
Physical activity improves outcome of weight loss in obese humans, but limited information exists for dogs. Eight obese dogs (body condition score 5/5), of various breeds and genders, undertook a 3-month weight-loss program which included exercise using lead walks and underwater treadmill exercise. The median number of treadmill exercise sessions per dog was 13 (range: 5 to 17). Median distance walked per session was 0.97 km (range: 0.05 to 2.7 km) (0.6 miles; range: 0.03 to 1.70 miles) and this increased sequentially over the course of the study ($P < 0.001$). Mean [± standard deviation (s)] percentage of starting weight loss over the 3 mo was 18.9 ± 5.44%, equivalent to a rate of weight loss of 1.5 ± 0.43% per week. Thoracic and abdominal girth also declined significantly during the program ($P < 0.0001$ for both). This study demonstrates the potential benefit of including an organized exercise regimen, utilizing an underwater treadmill, in conventional canine weight management programs.
PMID:22043067
PMCID:PMC3077998
Berl Munch Tierarztl Wochenschr. 2010 Jul-Aug;123(7-8):339-45.
[Ground reaction forces of the canine hindlimb: are there differences between gait on treadmill and force plate?].
[Article in German]
Drüen S, Böddeker J, Nolte I, Wefstaedt P.
Source
Klinik für Kleintiere der Stiftung Tierärztliche Hochschule Hannover.
Abstract
Computer assisted gait analysis is based on the evaluation of kinematic parameters and the measurement of ground reaction forces by force plates or special instrumented treadmills. So far it is unclear, whether the canine gait of the hind limb differs fundamentally between the walk on treadmill and force plate.Thus, aim of this study was the comparison of ground reaction forces of the hind limb of dogs while walking on force plate and treadmill. Nine adult dogs of different breeds were used in the study and one hind limb of each dog was analysed on force plate and treadmill.The peak forces in direction of x, y and z and the

vertical impulse (IFz) were evaluated. Considering the ground reaction forces of the hind limb, despite of the breaking forces, there were no significant differences between force plate and treadmill. Comparison of peak vertical force (Fz) shows magnitudes of 61.58% BW (body weight) on the force plate and 51.87% BW on treadmill. Vertical impulse (IFz) mounts up to 10.23% BW on treadmill and 11.49% BW on force plate. Fx and Fy forces showed only a low correlation, so these values were considered as uncomparable between treadmill and force plate. In summary it can be concluded that the vertical ground reaction forces of the examined dogs do not differ fundamentally on force plate and treadmill, whereas certain differences exist with regard to mediolateral and craniocaudal ground reaction forces. In the context of clinical gait analysis studies instrumented treadmills can be used increasingly to support the diagnostics of orthopaedic problems. The results of this study suggest that a direct comparison of the treadmill data with force plate measurements is only meaningful for the vertical ground reaction forces.
PMID:20690546
Res Vet Sci. 2009 Aug;87(1):135-9. Epub 2009 Jan 1.
Habituation of healthy dogs to treadmill trotting: repeatability assessment of vertical ground reaction force.
Fanchon L, Grandjean D.
Source
Ecole Nationale Vétérinaire d'Alfort, Unité de Médecine de l'Elevage et du Sport, 7, Avenue du Général de Gaulle, 94700 Maisons Alfort, France. lfanchon@vet-alfort.fr
Abstract
To assess the repeatability of kinetic gait analysis with a treadmill, 28 sound adult dogs were made to trot on an instrumented system. Vertical ground reaction force variables (Peak PFz and Impulse IFz) were collected by 10-s recordings, once a week, 4 weeks in succession. Data were analysed using a repeated-measures two-way ANOVA to investigate habituation to treadmill locomotion. Recorded data were stabilized from the end of the first and second sessions for IFz and PFz, respectively. The percentages of variance attributable to dogs, weeks, minutes and repetitions were, respectively, 72%, 10%, 7%, and 11% for PFz and 84%, 7%, 3%, and 6% for IFz. Habituation occurred after a single training session. Good repeatability was determined by a low coefficient of variation (3.4-4.7%). Adding a treadmill to kinetic gait analysis deserves consideration: reliable data are easily recorded using appropriate habituation and statistical model.
PMID:19121530
Based on this research we are assured it is safe for a canine to be walked on a treadmill and is not contrary to Section 2 in that the activity in itself is safe. In addition, we are confident that all measures were taken to ensure appropriate and safe treatment of the animal during filming, and are happy to provide details of the Dog Trainer/Owner if appropriate.

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 features a dog running on a treadmill which is dangerous for the dog and is unsafe behaviour.

The Board viewed 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 the advertisement features a busy mum multitasking in order to fit in as many activities at once at any given time and that one scene shows her cycling on a stationary exercise bike whilst her dog runs on a treadmill behind her.

The Board noted that the use of treadmill exercise for pets is legitimate and that in this instance the dog is on a lead and the woman is close by in case there are any problems.

The Board noted that as the use of treadmill exercise for pets, including dogs, is an acceptable practice, in the Board's view the advertisement does not depict material contrary to prevailing community standards on health and safety towards animals.

Based on the above, the Board determined that the advertisement 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.