



CASE REPORT

1. Complaint reference number	150/00
2. Advertiser	Blackmores Ltd (Hyperiforte)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a round, cartoon ‘face’ with closed eyes and down-turned mouth. As the following voiceover proceeds, the ‘face’ takes a (Blackmores Hyperiforte) pill and, after a mock time-lapse, its eyes open and its mouth smiles: ‘Suffering from anxiety and nervous tension? Clinical trials show the herb hypericum can relieve them. So take Hyperiforte. From Blackmores. The best of health.’

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

‘This ad was screened at 5.45 p.m. (approx.) when a lot of young children would be watching. when they see a smiley face popping pills they think it’s alright and it’ll make you feel happy! They may be tempted to try one of mum’s or dad’s pills and this could end up with dire straits (sic).’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the material within the advertisement did not contravene prevailing community standards on health and safety and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.