



## **CASE REPORT**

1. Complaint reference number	179/08
2. Advertiser	Reckitt Benckiser Australia Pty Ltd
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Monday, 19 May 2008
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement has the following lyrics running throughout the footage "Because you're gorgeous, I'd do anything for you.. I knew you'd get me through". This line repeats several times. The images in the advertisement are of many young babies dressed up as fairies, the babies are from a variety of ethnic backgrounds. The 'fairies' fly around an outdoor scene with a pond, trees and flowers. The babies can be heard laughing and giggling. A female voice over states: "Nurofen for Children can reduce the discomfort of fever for up to eight hours which is up to two hours longer than children's paracetamol." Text at the bottom of the screen states: 'Always read the label. Use only as directed. Incorrect use could be harmful. If symptoms persist, see your health care professional.' A second lot of text: 'Do not give to babies under 3 months. Seek medical advice for children less than 1 year old.' Voice over: "So you can enjoy miles more smiles." Cut to graphic of Nurofen logo "Nurofen for Children. Works up to 8 hours. [www.nurofenforchildren.com.au](http://www.nurofenforchildren.com.au)". The voice over concludes: "Nurofen for children works up to 8 hours."

## **THE COMPLAINT**

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

*I know drug addicted children. only doctors should advise drugs for children, not TV stations*

## **THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*The complainant raised the following specific concerns:*

- 1. Only doctors should recommend drugs for children, not TV stations.*
- 2. The advertisement infers that Nurofen for Children (NFC) is sedating.*
- 3. Nurofen for Children is addictive.*

*In responding to his complaint, Reckitt Benckiser makes the following comments:*

*1. Nurofen for Children (NFC) is a non-prescription medicine that is available through pharmacies. Its active ingredient is ibuprofen. In accordance with the Therapeutic Goods Regulations, NFC (Schedule 2 medicines) can be advertised to consumers, without restriction. Prior approval by ASMI (Australian Self-Medication Industry) is required by the Therapeutic Goods Advertising Code to ensure compliance with the Code. Proof of approval is provided in Appendix A. The advertisement is consistent with advertisements for other children's pain and fever products.*

*2. The active ingredient in Nurofen for Children (NFC), ibuprofen, has no sedating action. The*

*advertisement does not suggest that Nurofen for Children is sedating, and sedation is not implied or portrayed, in any manner. Ibuprofen has an analgesic and anti-inflammatory action and is indicated for the treatment of pain and fever.*

*3. Ibuprofen does not accumulate in the body and is not addictive in children or adults. The advertisement does not suggest or imply that parents should administer NFC more often than when it is required. In fact, warning statements visible on the screen state "Always read the label. Use only as directed. Incorrect use could be harmful. If symptoms persist, see your health care professional. Do not give to babies under 3 months. Seek medical advice for children less than 1 year."*

*Reckitt Benckiser is committed, in this and all of its advertising, to upholding a high standard of social responsibility. The NFC television advertisement does not contravene any sections of the AANA Advertiser Code of Ethics.*

*The advertisement is directed to parents and to not children. It therefore does not infringe the AANA Code for Advertising to Children (Section 2.4). The advertisement abides by the Prevailing Community Standards on health and safety (Section 2.6). NFC is neither a food nor a beverage, and therefore is not in breach of the Food & Beverages Advertising & Marketing Communications Code (Section 2.8).*

## **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 concerns about the use of over the counter medications for children and reviewed the complaint under Section 2.6 of the Codes which deals with prevailing community standards on health and safety.

The Board considered the television advertisement provided factual information about the product and that it did not infer that Nurofen was sedating and did not promote regular and long term use of the product.

The Board further noted the advertiser's response which stated that Nurofen does not contain sedating properties and complies with the relevant *Therapeutic Goods Regulations*.

The Board determined that the advertisement did not breach prevailing community standards on health and safety as it was not promoting incorrect product usage and clearly stated all of the relevant health and safety warnings in relation to the product.

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