



## CASE REPORT

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 440/07                          |
| 2. Advertiser                 | Jungle Brolly (Handshield)      |
| 3. Product                    | Housegoods/services             |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Wednesday, 16 January 2008      |
| 7. DETERMINATION              | Dismissed                       |

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a woman explaining how to protect your hands during everyday household tasks for up to five hours, even after washing with soap and water. She introduces Sam Hanna, founder of Handshield who explains the qualities of Handshield, and shows video testimonials from satisfied customers. Sam continues "I want to stress that for occupational health and safety reasons, anyone ever using dangerous chemicals should always wear thick rubber gloves and glasses." He puts on safety goggles, but hands the rubber gloves to the woman. He continues "Remember, I applied Handshield a couple of minutes ago. I'm about to spray highly caustic oven cleaner onto my hands and I can assure you I can't feel a thing. It doesn't burn." The woman responds "That truly is amazing." Sam continues "Now using the same Handshield applied earlier, and again don't do this at home, I'm now pouring hydrochloric acid onto my hand, onto this paver, and onto this aluminium foil. There it is, bubbling away (the paver is shown) and eating through the foil (which is shown disintegrating), but thanks to Handshield, I can't feel a thing (his hand is shown unaffected by the acid)." More testimonials from a hairdresser and chef are shown, followed by details of how to buy the product. Demonstrations are shown using the product to protect hands from gloss enamel paint, grease, oven cleaner, acid, and the advertisement concludes with further customer testimonials.

## THE COMPLAINT

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

*During the course of the demonstration a toxic substance is poured over a hand claiming to be safe after handshield had been used. The demonstrator stresses the need to wear gloves and glasses for protection. I feel as if this is extremely dangerous with possibly young children watching.*

## THE ADVERTISER'S RESPONSE

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

*JungleBrolly is a newly established Australian company specializing in the distribution and marketing of unique natural products that work. JungleBrolly has deliberately and carefully investigated and researched every product before launching into the Australian market. We have also deliberately chosen to initially distribute our product through the pharmaceutical sector to establish product and brand efficacy before we consider possible sales via the mass markets.*

*Our Hand Shield product is truly a very unique barrier cream which has attracted hundreds of positive feedback as you can witness from our regularly updated website ([www.junglebrolly.com.au](http://www.junglebrolly.com.au)). During our recent launch campaign we have been inundated with positive customer feedback and inquiries.*

*While working on a launch strategy we decided that our product clearly needed to be demonstrated for people to appreciate the distinct difference between Hand Shield and other creams in the market and therefore with a limited marketing budget we embarked on an infomercial approach that would incorporate demonstrations as well as testimonials from several real people whom have used and were impressed with the protective characteristics of the product.*

*We are currently talking to many organizations in the mining, pharmaceutical and medical fields whom have expressed serious interest in the product after independent tests conducted comparing Hand Shield with other products. In fact you will see several testimonials from nurses and a doctor on our website who have been testing the product and are amazed at its effectiveness.*

*Prior to the TV commercial, channel 9 lawyers vetted and approved the script (attached) and were pleased with our approach to safety as well as the contents of the script. You will also note that we invest time in the three minute infomercial to mention Occupational Health & Safety as an important factor as well as mentioning to the viewers (TWICE) that they should not do the experiment at home, this is only for extreme demonstration purposes.*

*For us to demonstrate the uniqueness of our product and its protective characteristics it is essential to differentiate it without the usual commercial sensationalism.*

*We are very proud that we are a company involved in products that provide for the well being of family members of all ages.*

## **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 that the complainant's concern that this advertisement depicts unsafe behaviour and that this is particularly dangerous as children may view the advertisement.

The Board viewed the advertisement and noted that in the course of demonstrating the product the man does demonstrate a number of unsafe procedures - specifically spraying oven cleaner on his hands and pouring acid onto his hand. The Board noted that prior to demonstrating the efficacy of the product with the dangerous substances, both actors put on safety glasses, that safety gear should always be worn when working with chemicals, and it is clearly stated that this is not something that should be tried at home as it is extremely dangerous. The Board considered that these warnings, and the mostly laboratory conditions depicted for the tests, meant that the advertisement did not breach Section 2.6 of the Code by depicting material that is contrary to prevailing community standards on safety.

The Board noted that the advertisement is likely to be shown during daytime television and that very young children may be able to view it. The Board considered however that the advertisement was not attractive to children and that they would be unlikely to take an interest in it. The Board also noted that dangerous chemicals and household products should be kept out of reach of young children.

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