



CASE REPORT

1. Complaint reference number	78/09
2. Advertiser	Sabrands
3. Product	CLR Cleaner
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Wednesday, 11 March 2009
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement from Sabrands for its CLR cleaner product opens with a woman standing near a shower which is turned on but not flowing well. The woman says this could be because of calcium build up and recommends using CLR. Viewers see a the shower head placed in a bowl of green liquid. The bowl is lifted to reach the shower head by a hand wearing a green rubber glove. The shower head is then shown with water flowing freely. The woman explains that CLR can also be used in coffee pots, on cement walls, washing machines and dishwashers. The advertisement ends with a shot of a bottle of CLR and a list of distributors. The woman says: "CLR. Guaranteed or your money back."

THE COMPLAINT

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

This is a product that requires gloves to be used as it may burn the skin. Risking product going into the eyes by raising the bowl to the shower rose is a dangerous practice and add should comply with WH&S

THE ADVERTISER'S RESPONSE

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

Thank you for your feedback on the CLR TV advertisement.

CLR has been marketed on Australian TV with commercials similar to our current commercial since around 1982. In the 27 years CLR has been in the Australian market, we have never had a customer issue relating to the complaint received.

The particular advertisement highlighted in the complaint has run without incident on Australian Pay TV and Regional TV since October 2007 (and on USA television for several years).

The model in the commercial is wearing gloves when holding the bowl of water to the shower rose, as per our product usage directions.

The nature of cleaning shower roses which are traditionally positioned above eye level, means that cleaners, whether they be spray bottles, sponges or liquids such as CLR, need to be raised to reach the rose.

Product usage DIRECTIONS, CAUTION and FIRST AID instructions are clearly detailed on the back of all CLR packs to assist consumers.

These include the First Aid instruction: ‘In case of eye contact, flush with water for 15 minutes’ – a direction that is commonly found on many house-hold cleaning products.

While direct eye contact with CLR may cause irritation, this can be rectified by rinsing the area well. Further problems would only be expected if contact was prolonged and not washed off with water. As stated all CLR products feature prominent safety instructions, in line with other house-hold cleaners.

We have also provided a copy of the CLR Material Safety Data Sheet which details CLP ingredients and safety precautions. (Contact Advertising Standards Bureau for details).

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 depicted the product being used in an unsafe manner.

The Board viewed the advertisement and noted that the product is one that does need to be handled carefully by users. The Board noted that the product is being used throughout the advertisement by a person wearing gloves. In the scene where the product is being held onto the shower head, the Board noted that the person holding the bowl is wearing gloves and that it is not possible to see whether or not the person is standing with the bowl in an unsafe manner. The Board determined that the advertisement did depict the product being used with appropriate care and that the advertisement did not depict material that is contrary to prevailing community standards on health and safety, and therefore 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.