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Patanjali under lens for misleading advertising

Within a month of being pulled up due to misleading ads for its hair oil and washing powder brands, Ramdev promoted FMCG company Patanjali has found itself under the scanner of the country's advertising watchdog again.

Several ads by the company, including ones for its best-selling product, 'Dant Kanti' toothpaste has been found misleading by the Advertising Standards Council of India (ASCI). Patanjali ads for mustard oil (Kachi Ghani), fruit juices and cattle feed (Dhughdhamrit) were also found ambiguous by ASCI.

The rulings by ASCI hold significance because it signed an MoU last week with the country's apex food regulator Food Safety and Standards Regulator of India (FSSAI) to check misleading ads in the food and beverage sector.

ASCI ruled that Dant Kanti's advertisement's claims, "Effective Against Pyorrhoea, Swelling & Bleeding of Gums, Yellowing of Teeth, Sensitivity & Bad Breath" and "protects your teeth for a longer time and provides a natural shield against germs", were not substantiated and are misleading.

However, Patanjali wasn't the only company rapped by ASCI. Companies such as HUL, P&G, Kellogg India, L'Oreal India and Colgate-Palmolive were pulled up too for misleading claims in advertisements.

For instance, ASCI found HUL's advertisement of 'Rexona Roll On' claim, "Ten times (10X) Protection", misleading due to omission of qualifiers and reference to the comparison to talcum powder.

L'Oreal's advertisement on the pack of 'New Garnier White Complete Double Action Facewash' claims, "instant whitening" and "Gives 1 tone fairer looking skin

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in one wash" were not substantiated. The TVC claim, "You think only cream can give you visible fairness?"

Think again This fights dark spots and gives instant whitening", was misleading by implication, ASCI said.

Out of a total of 141 complaints, ASCI upheld complaints against 67.
