

Nupur

From: <contact@ascionline.org>
To: <nupur@bpni.org>
Cc: <contact@ascionline.org>
Sent: Friday, June 03, 2016 12:35 PM
Subject: ASCI Complaint Acknowledgement

Dear Ms. Nupur,

Re: CCC Recommendation - 1604-C.145- Your complaint against the advertisement of 'Ojasvita Health Drink'

The complaint was considered by the Consumer Complaints Council (CCC) at their meeting.

The Advertiser was offered an opportunity for Personal Hearing with the ASCI. The advertiser representatives did not seek personal hearing and submitted their written response. The Advertiser was provided an opportunity to discuss their submission via tele-conferencing as well. The CCC viewed the print advertisement and considered the Advertiser's response. Advertiser argues, that Product is enriched with seven herbs like Ashwagandha , Brahmi , Bringaraj, satavari, S.Shankapushpi, Jyothismathi, Kalimusali which have proven health benefits. They confirmed in the telecon that it is an Ayurvedic Product. The CCC noted that while the advertiser asserts to have seven ayurvedic ingredients, no evidence was provided to indicate their content in the product and any technical rationale or clinical evidence to substantiate the claim of the product supporting "daily mental fitness needs" by virtue of these ingredients. The CCC concluded that the claim, "Ojasvita's 7 Power Herbs support your daily mental fitness needs" is not substantiated and is misleading. The advertisement contravened Chapters I.1 and I.4 of the ASCI Code. The complaint was **UPHELD**.

The CCC did not consider the statement "Often what's tasty is not healthy, and what's healthy is not tasty." Or complainant's objection regarding absence of information regarding sugar content in the product to be objectionable. This complaint was **NOT UPHELD**.

The advertiser has modified the said advertisement and assured compliance with the CCC recommendation.

Thank you for having referred this complaint to us.

Assuring you of our services in the pursuit of Self-Regulation in Advertising.

Yours faithfully,
L. D'souza
Executive - Complaints Handling
The Advertising Standards Council of India