



Board: Prof Mary Metcalfe, Prof Crain Soudien, Zackie Achmat, Nathan Geffen, Doron Isaacs, Prof Peliwe Lolwana, Moses Masitha, Prof Paula Ensor, Graeme Bloch, Sean Feinberg

Advertising Standards Authority of South
P.O. Box 41555
Craighall
Johannesburg
2024
By email: complaints@asasa.org.za

18 August 2011

Dear Sir/Madam

COMPLAINT AGAINST ADVERTISEMENT BY PATRICK HOLFORD

This complaint is made on behalf of Equal Education, a movement of learners, parents, teachers and community members working for quality and equality in South African education, through analysis and activism.

This is a complaint against an advertisement that is running on several radio stations. On 10 August 2011 at approximately 15h45 on Highveld Stereo, an advertisement placed by Patrick Holford claimed that Smart Kids Brain Boost would assist children to be at the top of their class. The advert also ran on KFM shortly before 8:30am on 11 August.

✉ **Postal:** PO Box 40114, Elonwabeni, 7791 🏢 **Office:** Washington Square, Capital Drive, Thembokwezi, Khayelitsha

✉ **E-mail:** doron@equaleducation.org.za ~ 🌐 **Website:** www.equaleducation.org.za

📘 **Facebook:** Equal Education fan page ~ 🐦 **Twitter:** twitter.com/equal_education ~ 📞 **Mxit:** +27 72 333 12343

☎ **Telephone:** 021 387 0022 ~ 📠 **Fax:** 0865169396

Registered S10(1)(cN) and S18A(1)(a) Public Benefit Organisation (PBO) (Exemption Number 930 027 221)

Registered Non-Profit Organisation (NPO) (Registration Number 068-288-NPO)



According to Mr Holford's website, Smart Kids Brain Boost is a micronutrient supplement containing phospholipids, amino acids and vitamin B. See <http://holforddirect.co.za/products-and-research/#children>.

The claim that this supplement will improve the school performance of children is unsubstantiated and misleading. In our view it is in violation of clauses 4.1 and 4.2 of the ASASA advertising code (http://www.asasa.org.za/Default.aspx?mnu_id=37).

It is furthermore, in our view, in violation of clauses 14.2.1 and 14.2.2 of the ASASA advertising code which state:

14.2.1 ... Advertisements should not exploit the natural credulity of children or their lack of experience and should not strain their sense of loyalty.

14.2.2 Instances where the above principle may apply are, inter alia, the following:

•for a commercial product or service which contains any appeal to children which suggests in any way that unless the children themselves buy or encourage other people to buy the product or service, they will be failing in some duty or lacking in loyalty toward some person or organisation, whether that person or organisation is the one making the appeal or not;

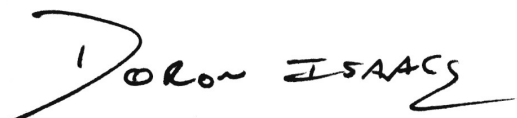
•which leads children to believe that if they do not own the product advertised



*they will be inferior in some way to other children or that they are liable to be held
in contempt or ridicule for not owning it; ...*

Thank you for considering our complaint.

Yours sincerely



Doron Isaacs

Co-ordinator, Equal Education

Details of Doron Isaacs

ID: 8009255129085

Phone: 082 850 2111

Address: PO Box 13017 Woodstock 7915

E-mail: doron@equaleducation.org.za

Details of Equal Education, on behalf of which this complaint is being lodged

Registered Non-Profit Organisation (NPO) (Registration Number 068-288-NPO)

Registered S10(1)(cN) and S18A(1)(a) Public Benefit Organisation (PBO) (Exemption
Number 930 027 221)

Phone: 021 387 0022

Address: PO Box 40114, Elonwabeni, 7791

E-mail: info@equaleducation.org.za

