

- It is against the law to lie or make false claims in advertising in New Zealand. Look at the following claims made by advertisers and think about how they may have achieved such favourable statistics without breaking the law.



4 out of 5 dentists recommend Fluorowhite toothpaste

The advertisement features a blue tube of Fluorowhite toothpaste with white stars and dots. Below the tube, a red and white striped toothbrush is shown with a dollop of toothpaste on its bristles. The background is a light blue gradient with wavy lines.



QUICK CLEAN

Quick Clean has **33%** more cleaning power than other popular brands

The advertisement shows a blue spray bottle with a green trigger and a green label that says "QUICK CLEAN". The background is a light green gradient.



Wonder Cream

80% of women report fewer fine lines after 6 weeks.

The advertisement features a small jar of Wonder Cream with a pink lid and a label that says "Wonder Cream". The background is a light pink gradient.



VitaMIGHT

VitaMIGHT twice the iron of ordinary vitamin supplements.

The advertisement shows a glass bottle of VitaMIGHT with a red label and a muscular arm logo. White tablets are spilling out of the bottle onto a yellow background with white polka dots.