

NewsLetter



ASA rule against Saffron claims ... but does the regulator have teeth or just gummies?

On 25th June, the Advertising Standards Authority (ASA) upheld three complaints made against Saff-Pro LLC t/a SaffPro with respect to claims made on social media by “influencer” Chantelle Knight regarding saffron based products.

In Tik-Tok and Facebook adverts, Ms Knight, who posts regularly on ADHD and neurodiversity, was judged by the ASA to have implied that SaffPro’s products were equivalent to medicines prescribed to treat ADHD, made unauthorised health claims about the saffron products and irresponsibly discouraged people from taking medically prescribed treatments for ADHD, including parents who supervised their children’s medical treatment.

Saff-Pro LLC t/a SaffPro did not respond to the ASA’s enquiries but Chantelle Knight said she was willing to make any necessary changes to her posts to ensure compliance.

What are the sanctions for such non-compliances?

Where non-compliant claims appear on a marketer’s own website, or in other non-paid-for space under their control, such as their social media accounts, the ASA can:

- Add their name and details of the problem with their advertising to a dedicated section of the ASA website until they comply.
- Ask Search Engines to remove paid-search ads
- Place their own paid-search ads to highlight the advertiser’s name and non-compliance;
- Work with social media companies to have non-compliant content removed from their platforms.

For social media influencers who routinely fail to clearly disclose when they are advertising, the ASA can:

- Add their details to our dedicated non-compliant social media influencer page for up to three months; and,
- Run On-Platform Targeted Ads, alerting users when an influencer has repeatedly failed to properly disclose when they are advertising.

Whilst, on this occasion, the social media influencer has agreed to modify their posts, Saff-Pro LLC t/a SaffPro continue to make unauthorised claims on their website and the Saffron products are still on sale. See: <https://saffpro.com>

Trading Standards may refer complaints to the ASA and, if their rulings go unheeded, the ASA may choose to refer matters to Trading Standards for enforcement.

More information

- [ASA Ruling on SaffPro](#)
- [ASA Sanctions](#)
- [Trading Standards Referrals](#)